

M. A. DEGREE EXAMINATION, APRIL 2018
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : CORE
PAPER : GOVERNMENT RELATIONS
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Meaning of Government Relations
2. Organs of the Government
3. Issue Lobbyist
4. Persuasion
5. Different between Directorate and Corporation
6. Public Opinion
7. Methods of Communication
8. DAVP
9. Executive Order
10. Law Enforcement Agency

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. Explain the scope of Public Relations in the functioning of Government.
12. Describe the role of Individual and Professional Lobbyist.
13. Analyse the involvement of Business with Government on societal issues.
14. Elucidate the relation between women's group and government.
15. Explain the working of Legislator and Legislative bodies.
16. Discuss the strategies of public affairs adopted by NGO's.
17. Explain the steps taken by the Government to make the public aware of the legislation.
18. Do you think Right to Information can play a major role in strengthening the relation between the Government and Public?

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 X 20 = 40)

19. Write an essay on the role of Government with reference to policy making. Give illustrations.
20. Explain the impact of political party's lobby on reservation in Public Sector.
21. Discuss the services of the governmental agency towards the welfare of the Elderly and Children.
22. How far it is important to execute oneself with the knowledge of taxation in the present scenario?
