

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2015 – 2016 & thereafter)

SUBJECT CODE: 15PR/PC/BP14

M. A. DEGREE EXAMINATION, NOVEMBER 2018
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE

PAPER : BASICS OF PUBLIC RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

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

1. Video News Release
2. Lobbying
3. Stakeholders.
4. Corporate Image.
5. House Journal.
6. Sponsorships.
7. Logo.
8. Investor Relations.
9. Community Relations.
10. Exhibitions

SECTION – B

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

11. Crisis Management is both a science and an art - Justify?
12. What is a media Kit? What are the components of a Press Release?
13. Give a note on the different kinds of Publics in PR.
14. Highlight the qualities essential for a good PR person.
15. Examine the various types of Events and the steps in planning.
16. Discuss the four models of PR.
17. Differentiate between Advertising, PR, Propaganda and Publicity.
18. Employee Relations is crucial for a corporate - Discuss

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 x 20 = 40)

19. You are appointed as a PRO for your college that is fifteen years old. Examine the steps you would take to increase visibility.
20. What is Corporate Social Responsibility? Examine the growing relevance.
21. Corporate Identity Management is vital for any image building activity of a corporate – Discuss.
22. Explain the importance of planning and anticipating for Crisis Management.
