

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI 600086**

**M.A. DEGREE: PUBLIC RELATIONS**

**END-SEMESTER EXAMINATION – APRIL 2019**

**GLOBAL PUBLIC RELATIONS**

CODE: 15PR/PI/GP24

TOTAL MARKS: 100

DURATION: 3 HOURS

**SECTION A          ANSWER ALL QUESTIONS          10 X 2 = 20 MARKS**

1. Importance of Culture & Language in global PR context
2. What Globalisation means to a PR professional?
3. Write any 4 differences between Traditional Media and Digital media.
4. How PR can help shape Public Opinion.
5. Which of these terms is not part of Public Relations – Press Release / Media relations / Advertising / Journalism / -----(explain)
6. Explain the importance of Media Monitoring?
7. Explain the relevance of Social Media in PR practice -
8. What is the role of PR in internal / employee communication?
9. What is CSR and its importance in Public Relations –
10. Explain the difference between a Press Release and a Media interview -

**SECTION B                  ANSWER ANY FIVE                  5 X 8 = 40 MARKS**

1. Elaborate on the role and relevance of Public Relations in an increasingly digital media landscape
2. Explain Media ethics and Public Relations practice in a Global context
3. Explain Crisis communication with a couple of examples you may have come across.(Volkswagan, BP, Nissan)
4. Role and challenges of Public Relations practitioners in countries where State control is high with news and digital media strictly monitored.
5. You have a worldwide Press Release (across geographies, timelines and languages); in this context explain 'Media Embargo' and how it helps.
6. Elaborate on any four of the following terms and its relevance in PR – Boiler Plate / Press Release / Viral Campaign / Hashtag / By Line article / Earned Media / Off the Record
7. Explain how Media and PR practice in the USA is different from any one other region in the world.
8. Outline the role and importance of Bloggers and Influencers as we transition more to a digital and social media platform.

**SECTION C**

**ANSWER ANY TWO**

**2 X 20 = 40 MARKS**

1. Explain the role and functions of Public Relations in creating and building Corporate Image & Reputation
2. Your organisation is launching a new product in the Indian market; as part of the PR team you are called in to present a media launch plan. Please detail out how you can build an effective PR campaign using different PR tools covering
  - a. Traditional Media
  - b. Digital Media
  - c. Social Media
3. Traditional media is losing out to digital and Social Media -- Do you agree or disagree (explain and substantiate your point)
4. An NGO working for Child Education wants to hire a PR agency for community outreach and to build their image and reputation. Please outline your PR recommendation and elaborate the PR tools and practices you will use.