

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

**SUBJECT CODE: 15PR/PE/IP24**

**M. A./M.Sc./M.Com. DEGREE EXAMINATION, APRIL 2019**  
**PUBLIC RELATIONS**  
**SECOND SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : INTRODUCTION TO 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. Internal Public
3. Publicity
4. Corporate Image.
5. House Journal.
6. RTI
7. Logo.
8. Customer relations
9. Community Relations.
10. CSR

**SECTION – B**

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

11. Give a note on the Ethical and legal issues related to PR today.
12. What is a media Kit? What are the components of a Press Release?
13. Examine the tools of Employee Communication.
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. Give a note on EPR

**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 students association - Examine the steps you would take to increase visibility.
20. Community Relations is vital for any organization – Analyse with a case
21. Public Speaking is an art and Science - Justify.
22. Explain the importance of planning and anticipating for Crisis Management.

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