

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

(For candidates admitted during the academic year 2006 – 07)

SUBJECT CODE: PR/PC/CA33

M. A. DEGREE EXAMINATION, NOVEMBER 2007

PUBLIC RELATIONS

THIRD SEMESTER

COURSE : CORE

PAPER : COMPUTERS: ADVANCED LEVEL FOR PUBLIC RELATIONS

TIME : 1 ½ HOURS

MAX. MARKS: 50

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (2 X 5 = 10)

1. What is a Book Mark?
2. Why is Goal Seek used?
3. What is the essence of using a Primary Key?
4. How do you insert a Master Slide?
5. What are Thumbnails?

SECTION – B

ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 250 WORDS: (4 X 5 = 20)

6. What are the steps to link and embed objects? Differentiate between both.
7. Discuss any three Math formulas that are available in Excel with examples.
8. What is meant by What-if analysis in Excel? Explain with examples.
9. What are the different font attributes that are available in HTML?
10. Explain the structure of HTML and write on the attributes that can be added on the Body tag.

SECTION – C

ANSWER ANY ONE QUESTIONS IN NOT LESS THAN 1000 WORDS:(1 x 20 = 20)

11. (a) Write HTML code using image and frame tags to create a Home Page for a Tourism Hotel. (6)
(b) What is a Template. Why is it used? (4)
(c) Define WWW and HTML? (5)
(d) How to include Table of Contents in a Word Document? (5)
12. What is meant by primary Key and Foreign Key. How are they connected to each other? Explain with examples.
