

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2006 – 07 & thereafter)

SUBJECT CODE : PR/PS/CS14

M. A. DEGREE EXAMINATION, NOVEMBER 2007
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : SPECIALISATION
PAPER : PUBLIC RELATIONS PRACTICE : COMMUNICATION SKILLS - I
TIME : 3 HOURS **MAX. MARKS : 100**

SECTION – A

Answer all questions in not less than 50 words : 10 x 2 = 20

1. Explain Lasswell's formula.
2. What are the elements of communication?
3. What are the various elements of public speaking?
4. With two examples explain how body posture is important in communication.
5. Explain different formats of business letter.
6. Explain different types of fonts.
7. What is Rule of Third in photography?
8. What are flipcharts?
9. What is e-zine?
10. Name four websites which facilitate chatting.

SECTION – B

Answer any five questions in not less than 250 words : 5 x 8 = 40

11. Explain Newcomb's ABX model and Schramm model of communication.
12. How is a message framed and delivered in public speaking?
13. Telecommunication is the future of effective communication. Do you agree? Support your response with examples.
14. Describe various layout designs giving examples.
15. Explain the importance of visual medium choosing any two media.
16. Explain Internet etiquette.
17. Discuss the popularity of social networking websites like Orkut.

SECTION – C

Answer any two questions in not less than 1000 words : 2 x 20 = 40

18. Despite an abundance of media, how do communication gaps arise? How can PR help to solve problems arising from such gaps?
19. How is knowledge of primary, secondary and tertiary colours importance in visual communication?
20. How is photography useful in the preparation of reports, PPTs and so on?
21. Discuss the scope of Internet as a PR tool.

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