

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**

**M. A. DEGREE EXAMINATION, NOVEMBER 2021**

**PUBLIC RELATIONS**

**FIRST SEMESTER**

**COURSE: Interpersonal and Group Communication**

**TIME: 3 HOURS**

**SUBJECT CODE: 19PR/PC/IG14**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (4 X 3= 12)**

1. What is negotiation in communication? Provide an example negotiation dialogue between two people.
2. List out and write a note on the levels of communication
3. David Berlo's SMCR model of communication.
4. Prepare a ten point checklist for conducting a successful conference.

**SECTION – B**

**ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 500 WORDS: (4 X 12= 48 )**

5. Elaborate on verbal and non-verbal traits of communication with suitable examples.
6. Explain the below forms of group communication with the steps and guidelines:
  - a. Group discussion
  - b. Debate
7. Explain different barriers that occur in both interpersonal and intrapersonal communication using suitable examples.
8. What are the driving factors that influence intra-personal communication? Explain how they help in having effective communication with the others.
9. Explain the following models of communication using suitable examples:
  - a. Lasswell's model of communication
  - b. Fisher's decision emergence theory
10. Explain the following:
  - a. Self-Johari window theory and its significance
  - b. Group lifecycle

**SECTION – C**

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

11. Trace the origin of communication using a creative timeline and explain how each phase is significant from the other.

12. Discuss what factors influence behavioral changes in communication using an example of a behavioral/attitudinal change brought out by a campaign.
13. Explain Katz and Lazarsfeld's two step flow model of communication using an example.

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