

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

M. A. DEGREE EXAMINATION, NOVEMBER 2021

PUBLIC RELATIONS

FIRST SEMESTER

COURSE: Communication Tools for Public Relations

TIME: 90 MINS

SUBJECT CODE: 19PR/PE/CT15

MAX. MARKS: 50

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (3 X 2= 6)

1. What are the benefits of Street Theatre?
2. What are the different types of controls in a camera setting explain?
3. Persuasion.

SECTION – B

ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 250 WORDS: (3 X 8= 24)

4. Write the significance of Street Theatre.
5. What are the Traditional forms of puppetry used as a tool of communication in India?
6. What are the advantages and disadvantages of SLR and DSLR?
7. Explain the composition of image in photography.
8. What are the tips for making an effective presentation?

SECTION – C

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

9. Execute the plan for making a short film
10. Discuss the evolution and history of Street Theatre in India and its uses and impact for a social issue.
