

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

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

**PUBLIC RELATIONS**

**THIRD SEMESTER**

**TITLE: PUBLIC RELATIONS SKILLS  
CODE: 19PR/PE/PS23**

**TIME: 3 HOURS  
MAX MARKS: 100**

**PART A**

**Answer ALL questions in not less than 50 words:**

**4x3=12 marks**

1. Define Public Relations.
2. What is a webpage?
3. What is a group discussion?
4. Differentiate between Listening and Hearing.

**PART B**

**Answer any FOUR questions in not less than 500 words:**

**4x12=48 marks**

5. What is a podcast? Cite any 8 podcasts available across various genres.
6. What is a feature story? Write a feature story on “Five Restaurants to Visit in Chennai”.
7. Why is writing an important public relations skill? Cite examples.
8. What is a press release and a press kit? Explain the design and structure of a press release.
9. Write about the importance of grooming? List the do’s and don’ts while attending an interview.
10. Social media can benefit businesses. Explain how and cite examples.

**PART C**

**Answer any TWO question in not less than 1000 words:**

**2x20=40 marks**

11. What is a blog? Explain the different types of blogs and bloggers.
12. Write notes on:
  - a) How to apply for a job?
  - b) How to interview candidates? What are the skills required for an interviewer?

13. What is telephone etiquette? Write a telephonic conversation between a customer and a customer service executive of an organisation of your choice making a few enquiries regarding products or service.

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