

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019 – 2020 & thereafter)

SUBJECT CODE: 19PR/PC/IG14

M. A. DEGREE EXAMINATION, NOVEMBER 2022
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE
PAPER : INTERPERSONAL AND GROUP COMMUNICATION
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION - A

ANSWER ALL QUESTIONS **(10 x 2 = 20)**

1. Define Communication and its origin
2. What is noise in Communication?
3. Write any two functions of Communication
4. What is Intra personal Communication?
5. Define Artefacts
6. Expand SMCR and mention who formulated it.
7. What is Grapevine Communication – mention two forms.
8. Bring out any two difference between seminar and panel discussion.
9. Etiquette to be followed while attending a conference
10. Group Dynamics

SECTION – B

ANSWER ANY FIVE QUESTIONS **(5 x 8 = 40)**

11. Explain the Pros and cons of Group Communication
12. Explain the Barriers to a Mass Communication
13. Explain Johari Window model and its effectiveness on ones self
14. What are the Do's and Don'ts during a telephonic interview?
15. Explain the theory of small group Communication and its role in effective decision making.
16. What are the factors that influence intrapersonal communication?
17. Importance of teamwork and Leadership
18. What is small group communication? Explain with the help of a theory.

SECTION – C

ANSWER ANY TWO QUESTIONS **(2 x 20 = 40)**

19. Explain models of Interpersonal Communication and its importance in present day.
20. Elaborate on forms of Group Communication with examples
21. Explain in detail the importance of Riley and Riley's Sociological model of Communication.
22. Types of Verbal and Non – Verbal communication – Explain its significance in detail
