

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

SUBJECT CODE: 19PR/PE/CT15

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

COURSE : ELECTIVE
PAPER : COMMUNICATION TOOLS FOR PUBLIC RELATIONS
TIME : 3 HOURS **MAX. MARKS: 50**

SECTION- A

ANSWER ALL QUESTIONS **(3 X 2 = 6)**

1. State the advantages of Podcasting
2. Outline the importance of Listening skills in Communication
3. Write a brief note on Children's Theatre

SECTION – B

ANSWER ANY THREE QUESTIONS **(3 X 8 = 24)**

4. Differentiate between Haptics and Proxemics with examples
5. Demonstrate the significance of how speech, language, communication and hearing are interrelated
6. Describe the Stages to overcome Stage Fright
7. Explain in detail about Scripting and Story boarding process in Film production
8. Companies market their products and services through Corporate Films – Justify the statement

SECTION – C

ANSWER ANY ONE QUESTION **(1 x 20 = 20)**

9. Public speaking and presentation skills are effective PR tools – Comment
10. Describe and enumerate the psychological impact of Puppet shows with relevance to social awareness
