

SUBJECT CODE: 19PR/PE/PS23

M. A./M.Com/M.Sc DEGREE EXAMINATION, NOVEMBER 2022
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : CORE

PAPER : PUBLIC RELATIONS SKILLS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. What is tone of voice and why does it matter?
2. Name two essential qualities of competent group members.
3. List a few virtual apps that are widely used for video communication today.
4. List any two barriers of effective listening.
5. List two supportive public speaking aids and list their benefits.
6. What is the key difference between a resume and a curriculum vitae?
7. Draft a brief message to a potential recruiter on LinkedIn to persuade them to take a look at your resume.
8. List two social media platforms that brands use to effectively communicate with their audience.
9. Name any two facial expressions and their interpretation.
10. Why is eye contact important in group discussions?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. Enumerate a few social media best practices for projecting your personal brand as a PR professional.
12. Research clearly documents that a group with diverse backgrounds, including ethnic diversity, comes up with better-quality ideas. Why do you think so? List your reasons.
13. List some steps for active listening.
14. Stereotypes portray women as being more easily influenced than men and as having less power over others than their male counterparts during group discussions. What's your opinion?
15. You're about to deliver a speech to over 200 people. You are nervous. What are the steps you will take to feel more confident?
16. Illustrate the importance of grooming.
17. Enumerate best practices for closing a speech effectively.
18. List any five things team members should do if the team wants to function effectively.

SECTION – C

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

19. Describe the advantages and disadvantages of working with others in groups and teams.
20. Illustrate a Resume format for applying for the role of a Public Relations executive in a leading PR agency. Also include the body of the mail addressed to the HR executive of the agency.
21. Write a case study on how a political figure (of your choice) successfully used communications, public speaking skills and body language to effectively communicate to the masses.
22. How has the pandemic changed the communication landscape in how companies are communicating with their stakeholders? Use examples wherever necessary.
