

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

SUBJECT CODE: 19PR/PC/WM44
M. A. DEGREE EXAMINATION, APRIL 2023
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : CORE
PAPER : WRITING FOR MEDIA
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. What is timeliness?
2. Define news.
3. List any two social media platforms.
4. Define copywriting.
5. Define websites.
6. List any two Indian newspapers.
7. Define media pitches?
8. Define embargo.
9. What is in-house journal?
10. Define cliches?

SECTION – B

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

11. Write a note on advertorial.
12. Explain Political News Reporting.
13. Write a note on genres of TV programming.
14. What is the role of PR in a radio station?
15. Devise a social media strategy for a natural skincare brand
16. Explain Ten Golden Guidelines for Effective PR Writing
17. Draft a memo for an event to be organized in your department.
18. Write a short note on importance of cartoons in newspapers.

SECTION – C

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

19. Keeping the principles of advertising design, sketch a poster on popularizing tea consumption.
20. Write a one-minute script for a radio show on World Chocolate Day.
21. Explain types of news with suitable examples.
22. Prepare a press release on inauguration of a new block in your college.
