

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

SUBJECT CODE: 19PR/PE/CP15

M. A. DEGREE EXAMINATION, APRIL 2023
PUBLIC RELATIONS
SECOND & FOURTH SEMESTER

COURSE : ELECTIVE
PAPER : CREATIVE PUBLIC RELATIONS
TIME : 90 MINUTES **MAX. MARKS: 50**

SECTION – A

ANSWER ALL QUESTIONS : (3 X 2 = 6)

1. What are Primary and Secondary Colors?
2. Define Logo.
3. What is a Tabloid?

SECTION – B

ANSWER ANY 3 QUESTIONS IN NOT LESS THAN 250 WORDS: (3 X 8 = 24)

4. Enumerate on the Elements and Principles of Design.
5. Elucidate on Color Psychology.
6. Explain on how to create banner ads for websites; Static and Dynamic.
7. Write on Page Layout.
8. How to create Information Charts and Infographics?

SECTION – C

ANSWER ANY ONE QUESTION IN NOT LESS THAN 1000 WORDS:

(1 X 20 = 20)

9. Write on Color Theory.
10. Enumerate on the process involved in Design Decision.
