

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)**

**M.A / M.Com / M.Sc DEGREE EXAMINATION, APRIL 2024
BRANCH – PUBLIC RELATIONS
SECOND SEMESTER**

COURSE : ELECTIVE
PAPER : PUBLIC RELATIONS SKILLS
SUBJECT CODE : 23PR/PE/PS23
TIME : 3 HOURS **MAX. MARKS: 100**

Q. No.	SECTION A - I (20 x 1 = 20) Answer ALL questions in not less than 20 words	CO	KL
1.	Discuss the importance of active listening in effective communication.	CO 1	K1
2.	Discuss the difference between interpersonal and mass communication.	CO 1	K1
3.	How does developing self-confidence contribute to effective public speaking?	CO 1	K1
4.	Explain the concept of voice modulation and its role in enhancing communication effectiveness.	CO 1	K1
5.	Define the importance of networking in searching for job opportunities.	CO 1	K1
6.	Discuss the role of cover letters in job applications and mention two essential elements to include.	CO 1	K1
7.	Identify two crucial skills interviewers seek in candidates during job interviews.	CO 1	K1
8.	Describe two classifications of media and their significance in public relations.	CO 1	K1
9.	How does social media contribute to effective public relations strategies?	CO 1	K1
10.	What are the barriers to effective communication?	CO 1	K1

Q. No.	SECTION B (4 x 10 = 40) Answer the following in not less than 350 words	CO	KL
11.	<p>a. Discuss the importance of non-verbal communication in public speaking. How can body language, gestures, and facial expressions enhance or detract from a speaker's message? Support your answer with suitable examples.</p> <p style="text-align: center;">OR</p> <p>b. Explain the differences between a bio-data, resume, and curriculum vitae. Describe the essential components of each document and discuss how tailoring these documents to specific job opportunities can improve an individual's chances of securing an interview.</p>	CO2	K2
12.	<p>a. Describe the importance of voice modulation in public speaking. How does it contribute to effective communication? Additionally, discuss the role of supportive aids such as visual aids and technology in enhancing a presentation.</p> <p style="text-align: center;">OR</p> <p>b. Discuss the significance of networking in searching for job opportunities. How can effective networking enhance one's chances of finding suitable employment opportunities? Provide practical examples to support your answer.</p>	CO2	K2
13.	<p>a. Choose a PR tool and elaborate on how it can be effectively utilized in a PR campaign for a new product launch. Provide a step-by-step guide on how to utilize this tool, including the key elements to be included.</p> <p style="text-align: center;">OR</p> <p>b. Describe the key considerations in preparing and writing content for a webpage in the context of public relations. How does writing for a webpage differ from traditional forms of writing in PR?</p>	CO3	K3
14.	<p>a. Discuss the significance of having a flair for writing in the field of public relations. How does effective writing contribute to the success of PR campaigns? Support your answer with examples from the industry and insights from relevant literature.</p> <p style="text-align: center;">OR</p> <p>b. Drawing from your understanding of public relations principles and practices, outline a comprehensive communication strategy for launching a new product or service. Include details about the target audience, key messaging, choice of media channels, and evaluation metrics for assessing the campaign's success.</p>	CO3	K3

Q. No.	SECTION C (2 x 20 = 40) Answer any TWO questions in not less than 750 words	CO	KL
15.	Explain the various components of a press release. How does a well-crafted press release serve as a valuable tool for public relations practitioners? Provide a step-by-step guide on how to write an effective press release, and elucidate its role in modern PR strategies.	CO4	K4
16.	Case Study: XYZ Corporation has been facing negative publicity due to an environmental controversy surrounding its manufacturing practices. As the PR manager, outline a comprehensive media strategy to address the issue and rebuild the company's reputation.	CO4	K4
17.	Case Study: ABC NGO is launching a fundraising campaign to support underprivileged children. As the PR consultant, design a creative media plan incorporating various platforms to maximize outreach and engagement for the campaign.	CO4	K4
18.	Explore the concept of creativity in utilizing different media channels for PR purposes. How can PR practitioners employ creativity to enhance the effectiveness of their communication strategies? Provide innovative examples or campaigns from the field of PR, drawing upon relevant theories and techniques discussed in the recommended texts.	CO4	K4
