

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2008 – 09 & thereafter)

SUBJECT CODE: PR/PS/CS14

M. A. DEGREE EXAMINATION, NOVEMBER 2008
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : SPECIALISATION
PAPER : PUBLIC RELATIONS PRACTICE : COMMUNICATION SKILLS - I
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

Answer all questions in not less than 50 words: **10 x 2 = 20**

1. Define source credibility after examining the role of 'sender' in the communication process.
2. Outline any one linear model of communication and list two limitations.
3. Define the concept of 'public' in public relations?
4. What is the importance of non-verbal communication in interpersonal communication?
5. What is typography?
6. What is the use of white space in print design?
7. What is the use of LCD in public presentation?
8. Discuss the relevance of blog in today's communication.
9. What is World Wide Web and mention any two uses?
10. List the uses of bulletin boards.

SECTION – B

Answer any five questions in not less than 250 words: **5 x 8 = 40**

11. Newcomb's model helps us to understand interpersonal communication. Discuss.
12. "Who says what to whom in which channel with what effect". Why should one care to ask this question?
13. Discuss any two styles of writing a formal e-mail.
14. What is a notice board? Why is it important in corporate communication?

15. The meaning of communication is not in the message but is in the minds of the people. Discuss.
16. What are social network sites? What are its uses?
17. What are the uses of video exchange sites like the You Tube?

SECTION – C

Answer any two questions in not less than 1000 words :

2 x 20 = 40

18. Describe the process of public speaking. How is it an important skill for a PR practitioner?
19. PR professionals should be competent in writing. Substantiate this statement in relation to press releases.
20. Visually attractive power point presentations distract the audience from paying attention to the message. Explain.
21. What are the ways in which PR professionals can use Internet to enhance their reach?
