

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2006 – 07 & thereafter)
SUBJECT CODE: PR/PE/CA33

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

COURSE : ELECTIVE
PAPER : COMPUTERS: ADVANCED LEVEL FOR PUBLIC RELATIONS
TIME : 1 ½ HOURS **MAX. MARKS: 50**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (2 X 5 = 10)

1. Compare linking and embedding objects in MS Word.
2. What is the purpose of creating a bookmark?
3. What does import external data do? How is it useful?
4. How to spell check in MS PowerPoint?
5. What is a foreign Key? How is it related to Primary Key?

SECTION – B

ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 250 WORDS: (4 X 5 = 20)

6. What is a template? Explain the steps in creating the template in MS Word.
7. What is the use of Goal Seek and Scenario? Explain how to do it?
8. Explain how animation can be implemented to Power point.
9. List any 5 tags in HTML. Explain them.
10. How to create a Master slide and what is its use?

SECTION – C

ANSWER ANY ONE QUESTIONS IN NOT LESS THAN 1000 WORDS:(1 x 20 = 20)

11. (a) Explain the various levels of Headings in HTML. (4)
(b) Explain the font attributes in HTML. (5)
(c) Explain Data Sort and Filtering in MS Excel. (6)
(d) What is Conditional formula and how to implement it in Excel? (5)
12. (a) Create a database for a Library. Include relationships and explain them. (10)
(b) Explain Auto correct option in Power Point. (5)
(c) How to create a link to another cell or workbook in Excel? Explain. (5)
