

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2023 – 2024 & thereafter)**

**M.A. DEGREE EXAMINATION, APRIL 2026**

**PUBLIC RELATIONS**

**FOURTH SEMESTER**

**COURSE : CORE**  
**PAPER : WRITING FOR MEDIA**  
**SUBJECT CODE : 23PR/PC/WM44**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

| <b>Q. No.</b> | <b>SECTION A – I</b><br><b>Answer all Questions (Multiple Choice) (10x1= 10 marks)</b>                                                                                                    | <b>CO</b> | <b>KL</b> |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| 1             | The main purpose of Public Relations (PR) is to:<br>a) Increase sales directly<br>b) Build and maintain a positive public image<br>c) Entertain the audience<br>d) Publish advertisements | 1         | 1         |
| 2             | The elements placed at the top in the Inverted Pyramid structure is:<br>a) Background information<br>b) Minor details<br>c) Most important facts<br>d) Reporter's opinion                 | 1         | 1         |
| 3             | News value "Proximity" refers to:<br>a) Famous personalities<br>b) Geographical closeness<br>c) Conflict<br>d) Timeliness                                                                 | 1         | 1         |
| 4             | A headline should primarily:<br>a) Be lengthy<br>b) Be catchy<br>c) summarize the story<br>d) Include opinions                                                                            | 1         | 1         |
| 5             | A programme that presents factual information about real-life events is called:<br>a) Sitcom<br>b) Documentary<br>c) Soap Opera<br>d) Reality Show                                        | 1         | 1         |
| 6             | Conceptualization involves:<br>a) Final editing<br>b) Developing the main idea and target audience<br>c) Shooting scenes<br>d) Adding background music                                    | 1         | 1         |
| 7             | Copywriting mainly focuses on:<br>a) Reporting news<br>b) Writing academic essays<br>c) Persuasive writing for promotion<br>d) Editorial opinions                                         | 1         | 1         |
| 8             | Psychographic analysis mainly studies the audience's:<br>a) Income level<br>b) Geographic location<br>c) Values, interests, and lifestyle<br>d) Educational qualification                 | 1         | 1         |

|               |                                                                                                                                                                                                                                                                           |           |           |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| 9             | Audience segmentation helps communicators to:<br>a) Deliver one universal message<br>b) Classify audiences into smaller, specific groups<br>c) Eliminate target markets<br>d) Reduce research                                                                             | 1         | 1         |
| 10            | A thumbnail sketch is best described as:<br>a) A fully designed final ad<br>b) A small, quick visual idea of layout<br>c) The printed advertisement<br>d) A finalized digital design                                                                                      | 1         | 1         |
| <b>Q. No.</b> | <b>SECTION A – II</b><br><b>Answer all Questions in not less than 50 words (5x2=10 marks)</b>                                                                                                                                                                             | <b>CO</b> | <b>KL</b> |
| 11            | Define Public Relations (PR).                                                                                                                                                                                                                                             | 2         | 2         |
| 12            | Mention any two news values.                                                                                                                                                                                                                                              | 2         | 2         |
| 13            | Write any two features of radio writing.                                                                                                                                                                                                                                  | 2         | 2         |
| 14            | What is Audience Analysis?                                                                                                                                                                                                                                                | 2         | 2         |
| 15            | What is an Internal Memo?                                                                                                                                                                                                                                                 | 2         | 2         |
| <b>Q. No.</b> | <b>SECTION B</b><br><b>Answer all questions in not less than 350 words (4 x10 = 40 marks)</b>                                                                                                                                                                             | <b>CO</b> | <b>KL</b> |
| 16            | a) Explain the working relationship between PR and Print Media.<br><b>OR</b><br>b) Describe the news values that determine newsworthiness.                                                                                                                                | 3         | 3         |
| 17            | a) Discuss the structure of a radio script.<br><b>OR</b><br>b) Describe the features and importance of Audio-Visual communication.                                                                                                                                        | 3         | 3         |
| 18            | a) Discuss the characteristics of Social Media writing.<br><b>OR</b><br>b) Explain Broadcasting, Interaction, and Engagement as social media strategies                                                                                                                   | 4         | 4         |
| 19            | a) Explain the principles of effective copywriting.<br><b>OR</b><br>b) Discuss the role of newsletters as effective internal communication tools in organizations.                                                                                                        | 4         | 4         |
| <b>Q. No.</b> | <b>SECTION C</b><br><b>Answer all questions in not less than 750 words (2 x20 = 40 marks)</b>                                                                                                                                                                             | <b>CO</b> | <b>KL</b> |
| 20            | a) Discuss Beat Reporting in detail with reference to Political, Sports, Business, Entertainment, Environment, and Art & Craft news.<br><b>OR</b><br>b) Explain the process of TV programmes: conceptualization, scripting, and production                                | 5         | 5         |
| 21            | a) Explain audience analysis and how to craft messages that resonate with different audiences.<br><b>OR</b><br>b) Write a Press Release for an event on Vintage Watch exhibition cum sale by Titan and develop a pitch mail for the same inviting the Media for coverage. | 5         | 6         |

