

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2009–10)

SUBJECT CODE: PR/PC/CS24

M. A. DEGREE EXAMINATION, APRIL 2010
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : MAJOR – CORE
PAPER : PUBLIC RELATIONS PRACTICE – COMMUNICATION
SKILLS - II
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Explain the concept of “secondary group”.
2. What is the meaning of group leadership?
3. Explain the role and function of meetings in an organization.
4. List four different names for conference and distinguish between them.
5. What are the elements of a poster?
6. Distinguish between an internal and external newsletter.
7. How is an OHP used for presentations?
8. How can games be used for training?
9. Explain the concept of “digital divide”.
10. What is an ‘Internet booth’ or ‘cyber – café’?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. What are the characteristics of opinion leaders?
12. Explain the characteristics of innovation from diffusion perspective.
13. What is a permanent exhibition? How is it different from a mobile exhibition?
14. How is room arrangement an important aspect of organizing a meeting? Give examples.
15. Examine the relevance of mobile phones and SMS for PR practices.
16. What are the key limitations of using power-point?
17. What are the key advantages of e-mail newsletter?
18. Illustrate the use of Internet in crises situations.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 X 20 = 40)

19. Using diffusion of innovation model, develop a proposal for health campaign.
20. Develop a detailed check-list for organizing a conference.
21. Trace the different stages in bringing out a Newsletter for your organization.
22. In what ways do you think 'tele-centre' or Internet Kiosk can help in promoting socio-economic political empowerment?
