

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

SUBJECT CODE: PR/PE/IN23

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

COURSE : ELECTIVE
PAPER : PUBLIC RELATIONS FOR THE INDIVIDUAL
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. What kind of finger nails display good grooming?
2. What is biased listening?
3. What kind of eye contact expresses active listening?
4. What are the four different levels of communication?
5. Mention any two ways a listener can disrupt effective communication.
6. You are invited for a 'formal' dinner. What will your choice of attire be?
7. How does good posture help set a good impression at the work place?
8. You meet your Math teacher from school at a wedding. How could you show your courteous nature to her?
9. What is the difference between verbal and non-verbal response?
10. Do positive habits reflect good character? How?

SECTION – B

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

11. "Etiquette is necessary to have an effective and well-groomed personality." Is etiquette necessary in public life? Justify using examples.
12. You have to give a speech on Graduation Day. How will you position the microphone to attain the best effect?
13. How is whole-person listening different from total listening and evaluative listening?

14. How can the sender make it difficult for the receiver to understand the message?
15. What are the three basic listening modes?
16. Do greetings enhance interpersonal relationships? Discuss.
17. Comment on the role of the voice in effective communication.

SECTION – C

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

18. Microsoft is conducting an interview for the post of PR executive. How would you groom yourself for the interview?
19. Your friend has asked you to meet her at the canteen. She is having a problem at home. At the canteen how would you respond to her as an active listener?
20. How important is body language in effective communication?
21. 'When in Rome, be a Roman.' Discuss the importance of recognizing and respecting cultural differences.
