

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2011–12)

SUBJECT CODE: 11PR/PC/CS24

M. A. DEGREE EXAMINATION, APRIL 2012
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : CORE
PAPER : GROUP COMMUNICATION
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. What is group dynamics?
2. In corporate set-up, how do models of communication help P.R. professionals?
3. What is intra-group communication?
4. What works better in a higher education institution – verbal or written communication? Why?
5. For a poster on semester exam postponement, what should the tone and manner be? What elements would you include in it? Mention the elements, do not draw out a poster.
6. What is a newsletter?
7. Name two ‘out of home’ media.
8. How are overhead projectors and slides still useful in this digital age? Give two examples.
9. What are the simulation methods used to improve group interaction?
10. What do you mean by last mile connectivity?

SECTION – B

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

11. You are a team leader with an I.T company. Use any stimulus-response model to illustrate how you will make your team perform better.
12. Draw and explain Riley and Riley’s sociological model in the context of digitization of rural communities.

13. Your hospital has been accused of patient negligence, and is in the news for patient deaths. How will you as a PR professional use press conference as a tool to address this crisis situation?
14. In this day of Facebook and email, are hoardings useful for information dissemination (not advertising)? Make your case with examples.
15. Games can be used for special education purposes – in what way can they enhance learning in this situation? Give examples.
16. How can PPT presentations help in corporate communication? Illustrate with examples.
17. The Internet can help empower women's groups to function better in the Self-Help Group model. How?

SECTION – C

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

18. Every corporate organization is trying to project itself as “green” and “environment-friendly”. Use the Roger and Shoemaker's model of innovation diffusion to show how you would help your real estate company achieve a good “green” positioning in the society.
19. You are union president of this college and your team has decided to have an exhibition on student entrepreneurship. How will you go about organizing this exhibition, and what are the elements you will include? As part of your presentation, include designs of an invitation and a poster.
20. You are part of a government campaign to promote the importance of education among urban poor drop outs. Design a 10 slide PowerPoint presentation on the points you will cover in your presentation to them.
21. Communication and PR go hand in hand in managing group communication. Use any three tools of communication you have learnt this semester to illustrate how you will handle PR in a large NGO like HelpAge India.
