

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

SUBJECT CODE: 11PR/PE/PP34

M. A. DEGREE EXAMINATION, NOVEMBER 2012
PUBLIC RELATIONS
THIRD SEMESTER

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

SECTION- A

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

1. How does good posture help set a good impression at an interview?
2. Mention two ways to display good grooming.
3. Why is summarizing very important in group discussions?
4. What are the four different levels of communication?
5. Mention any two ways a listener can disrupt effective communication.
6. What are the three categories of advanced research?
7. You meet the Principal of your college at a seminar in a neighbouring college. How could you show your courteous nature to her?
8. What is the difference between a resume and a bio-data?
9. You are invited for a 'formal' business lunch. What will your choice of attire be?
10. What are the two types of group interviews.

SECTION – B

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

11. Comment on the advantages and disadvantages of face-to-face interviews.
12. Comment on the role of the voice in effective communication.
13. Discuss the various kinds of listening.

14. You have been asked to attend an interview for the post of PR executive at World Bank. How would you prepare yourself for it?
15. Write about the types of group discussion.
16. Comment on company culture and environment.
17. You have to give a speech on the first day of joining work. How will you modulate your voice over the microphone to attain the best effect?

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 x 20 = 40)

18. You have a formal meeting with the President of Suzuki car company who has just arrived from Japan. How would you prove to him that you are well-versed in business etiquette?
19. What are the steps you would take to prepare an effective portfolio for a job in the department of public relations of a fashion magazine?
20. How important is body language in effective workplace communication?
21. What are the five winning strategies for an interview?
