STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2012– 13)

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

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

SECTION – A

Answer all questions in not less than 50 words: **10 x 2 = 20**

1. Define communication and why is it essential?

2. Why is eye contact important in public speaking?

3. What are media alert?

4. What is a feature?

5. What are the uses of bulletin boards?

6. Explain Lasswell's formula

7. What are search engines and what are its uses? Name any two search engines.

8. What is a flip chart?

9. What are the advantages of slide presentation?

10. What are the preparations to be made for an oral presentation?

SECTION – B

Answer any five questions in not less than 250 words: **5 x 8 = 40**

11. What is typography and explain its importance with examples.

12. How effectively can e-mail be put to use to strengthen communication?

13. What is a news release and what are the factors that need to be considered while writing a
    News release?

14. Draft a letter seeking permission to conduct a public relations campaign on the awareness
    of the right to education in a college within the city.

15. Explain in detail the importance of posture in public speaking

16. Discuss the advantages and disadvantages of using a telephone for communication.

17. Explain the importance of caption and the art of writing captions for photographs.

SECTION – C

Answer any two questions in not less than 1000 words: **2 x 20 = 40**

18. 'Voice modulation effectively brings out the content' – elucidate

19. 'Internet is here to stay'- discuss the pros and cons of internet usage with specific reference to inter personal communication.

20. Explain the different styles of letter writing for different occasions and explain its significance

21. Explain the principles of design and how does it help to put across the content in print effectively?

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