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

<div align="right">**SUBJECT CODE: 12PR/PC/CS24**</div>

M. A. DEGREE EXAMINATION, APRIL 2013
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. Define communication.

3. What are the contents of media kit?

4. What is a house journal?

5. What is a newsletter?

6. Define intra group communication.

7. What is Corporate Audio Visual?

8. What do you understand by the term e- connectivity?

9. Explain principle of unity in design.

10. What is the importance of color and font in designing a poster?

SECTION – B

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

11. What is the relevance of Riley and Riley's sociological model of communication in today's world?

12. Define intra and inter group communication & elaborate on the differences.

13. Define small groups. Explain the types of small groups.

14. Explain the different steps in planning and conducting a media conference.

15. What are the writing principles to be followed while writing a newsletter?

16. Elaborate any two icebreaker games on group interaction & communication.

17. Write in detail how internet booths have taken an important place in the villages of India with relevant examples.

SECTION – C

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

18. What are the various elements & principles of design in making of brochures & posters?

19. A corporate organization like HCL is organizing a CSR project in slum on computer education in 3 months. How can Rogers and Shoemaker's model be used to make this project success?

20. Enumerate with five examples the use of e-connectivity for socio-economic, political empowerment of communities.

21. Is hoarding an effective tool of visual communication? What is your stance on the banning of hoardings in a city like Chennai? What is its impact?

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