

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086

(For candidates admitted from the academic year 2012 – 13)

SUBJECT CODE: 12PR/PE/CT24

M.A.DEGREE EXAMINATION, APRIL 2013

PUBLIC RELATIONS

SECOND SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10x2=20)

1. What are the basic elements of public speaking?
2. How is body language different from sign language?
3. What is SLR in photography?
4. Define shape? How does human mind perceive shape?
5. Why are emotions related to colours?
6. What are the four types of puppets?
7. Write a note on aperture with diagram
8. What are texture and pattern?
9. Mention at least four folk performances prevalent in India today?
10. What are the steps involved in film editing?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5x8=40)

11. Describe the different blocks to listening with examples.
12. Write a note on Therukoothu.
13. Explain how non-verbal cues helps in effective communication.
14. Define 'folk' and 'classical' forms of theatre drawing out the similarities and differences.
15. Explain a story board.
16. Explain the Theory of colors.
17. Comment on the significance of lighting in photography.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000WORDS: (2x20=40)

18. “Theatre has always been a powerful tool of the artists to emphasise social justice” – Give an example each from any two States in India to justify this statement.
19. Explain the technical aspects of digital photography and the ways in which it has revolutionized our visual culture.
20. Discuss puppetry as one of the most ancient forms of communication patronized by the society down the ages and its present status.
21. Explain the pre production, production and post production process of film making.
