

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 86
DEPARTMENT OF PUBLIC RELATIONS
END SEMESTER QUESTION PAPER**

TITLE: Public Relations Practice – Communication Skills II

TIME: 3 Hours

CODE: PR/PS/CS/24

MAX MARKS: 100

PART A

Answer all the questions in not less than 50 words:

10X2=20 Marks

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 dealer newsletter?
6. Define intra group communication.
7. What is Corporate Audio Visual?
8. What do you understand by the term e- connectivity?
9. Give two examples of internet booth in community.
10. What is the importance of color and font in designing a poster?

PART B

Answer any five questions in not less than 250 words:

5X8=40 Marks

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.

PART C

Answer any two questions in not less than 1000 words:

2X20=40 Marks

18. Explain the various stages of producing corporate audio visual aids in detail.
19. A corporate organization like HCL is organizing a CRS 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?