

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2010–11)**

**SUBJECT CODE: PR/PC/CS24**

**M. A. DEGREE EXAMINATION, APRIL 2011**  
**PUBLIC RELATIONS**  
**SECOND SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : PUBLIC RELATIONS PRACTICE – COMMUNICATION**  
**: SKILLS - II**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

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

1. What do we mean by the ‘term group dynamics’?
2. Distinguish between primary and secondary groups.
3. What is meant by the term ‘group think’?
4. How is a poster an useful tool of communication? Give four examples.
5. Briefly describe the steps for organizing and conducting meetings.
6. Distinguish between an innovation and an invention.
7. What is an exhibition? How is it used in Public Relations?
8. In the ‘spiral of silence’ model, what does “pluralistic ignorance” refer to?
9. What are the advantages of e - newsletters?
10. What is an Internet booth or cyber cafe? Give two uses.

**SECTION – B**

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

11. What are the characteristics of innovation, according to Rogers and Shoemakers ‘diffusion model’?
12. Examine the factors that influence performance of a group.
13. How can ‘J-curve model’ be used to explain diffusion of news through social networking sites?
14. What is the future of hoarding as a communication media in the context of legal ban on hoarding in some states?

15. How can online media help in organizing conferences? Illustrate with an example.
16. How is a power- point a useful method of group communication? Illustrate.
17. What is simulation and how is it useful in an exercise or game used for promoting group communication?

**SECTION – C**

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

18. Discuss the diffusion, growth and use of mobile phones in rural areas. What social impact do you anticipate from rapid diffusion of mobile phones in India?
19. How can Information Communication Technology (ICT) be used for health awareness campaigns?
20. What are the advantages and disadvantages of e-government approach? Illustrate with suitable examples.
21. M.I.C.E – Meeting, Incentive, Conference and Exhibition are important tools used by corporates for communication in Public Relations. Analyze either their organization or use in communication.

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