

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2009 – 10 & thereafter)

SUBJECT CODE: PR/PE/IN23

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

COURSE : ELECTIVE
PAPER : PUBLIC RELATIONS FOR THE INDIVIDUAL
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. State any two advantages of following greeting etiquette.
2. Differentiate between tone and pitch.
3. Why is footwear an important aspect of grooming?
4. What kind of dress code will you use to address a tribal group?
5. What is meant by kinesics?
6. What is gestural communication? Give two examples.
7. Site two examples of courteous behavior in the work place.
8. State the features of a passive listener, with two examples.
9. What kind of hair styling would best suit a corporate meeting?
10. List any two things to be avoided while giving a speech.

SECTION – B

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

11. Identify the important elements of telephone etiquette.
12. Verbal communication plays an important role in creating an impression. Do you agree?
13. Why do you think pleasant demeanor boost a person's image?
14. Explain the process of communication.
15. Good posture is an indicator of professionalism. Explain with four examples.
16. List any four effective preparation techniques for a telephone interview.
17. Briefly explain any four gadgets that can improve effective communication.

SECTION – C

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

18. Discuss the barriers to effective listening.
19. Explain the importance of grooming.
20. Discuss the need for respecting the differences in religion, culture and language as a PR professional.
21. How important is voice modulation, tone and pitch in public speaking? Give examples to illustrate your answer.
