

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011 – 12 & thereafter)

SUBJECT CODE: 11PR/PE/PP34

M. A. DEGREE EXAMINATION, NOVEMBER 2013
PUBLIC RELATIONS
THIRD SEMESTER

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

SECTION- A

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

1. How does good posture help set a good impression at the work place?
2. What is the advantage of doing advance research?
3. Why do institutions put you through a Group Discussion and interview?
4. Why is establishing eye contact very important for a face-to-face interview?
5. What are the different kinds of Group Discussions?
6. What is the difference between verbal and non-verbal response?
7. What are the four different levels of communication?
8. You are invited for a 'formal' dinner. What will your choice of attire be?
9. What are the two main purposes of Group Interviews?
10. Mention any one weakness you think you have. What steps are you taking to overcome it?

SECTION – B

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

11. How can the sender make it difficult for the receiver to understand the message?
12. Discuss in detail the two kinds of Group Interviews.
13. Comment on the role of the voice in effective communication.

14. How can you create a win-win situation while being interviewed for your ideal job?
15. You have to give a speech on Republic Day. How will you position the microphone to attain the best effect?
16. "Etiquette is necessary to have an effective and well-groomed personality". Is etiquette necessary in public life? Justify using examples.
17. What must be kept in mind while speaking on the phone with your boss at the workplace?

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 x 20 = 40)

18. How important is body language in effective communication?
19. Discuss the various ways of being effective in a Group Discussion.
20. Wipro wants to hire an HR Manager with at least 8 years of experience in the field. You are an HR Manager with only 5 years of experience. Write a resume that will convince them to employ you.
21. Your friend has asked you to meet her at the coffee shop. She is having a problem at the workplace. At the coffee shop, how would you respond to her as an active listener?
