

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2012– 13 & thereafter)**

**SUBJECT CODE: 12PR/PC/CS14**

**M. A. DEGREE EXAMINATION, NOVEMBER 2013**  
**PUBLIC RELATIONS**  
**FIRST SEMESTER**

**COURSE : CORE**  
**PAPER : INTERPERSONAL COMMUNICATION**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all questions in not less than 50 words:**

**10 x 2 = 20**

1. What is message?
2. Explain semantic noise?
3. What is media pitch?
4. What is Interpersonal Communication?
5. Define Homo communis?
6. Define typography.
7. What do you mean by Verbal Communication?
8. What is the importance of voice modulation?
9. What is Global Village?
10. What are serif fonts?

**SECTION – B**

**Answer any five questions in not less than 250 words:**

**5 x 8 = 40**

11. How important is personality for a persuasive orator?
12. List out the use and misuse of Internet among youth
13. Write a news release for an inaugural of a new block in your college.
14. Explain Lasswell's Formula with the diagram.
15. How important is feedback in a communication process?
16. Explain Newcomb's ABX Model.
17. Write a memo on change of venue for a forth coming event in your college.

**SECTION – C**

**Answer any two questions in not less than 1000 words:**

**2 x 20 = 40**

18. “Medium is Message” – Discuss with reference to Electronic Media.
19. Typography is important in visual design such poster, banners etc - Discuss
20. Give the different attributes of public speaking. Explain how each of them can be used for effective communication.
21. Explain how to use telephone for effective communication.

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