

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

SUBJECT CODE: 12PR/PC/CS24

M. A. DEGREE EXAMINATION, APRIL 2014
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : CORE
PAPER : GROUP 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 conflict resolution?
2. What is in-house journal?
3. What is a group decision?
4. List the principles of good design.
5. What is intra-group communication?
6. What is the purpose of group communication?
7. What is groupthink?
8. What is group decision support system?
9. What is autocratic leadership?
10. What is a newsletter?

SECTION - B

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

11. Explain in detail different types of small groups and their dynamics.
12. Explain in detail dependency theory.
13. Elaborate on the use of games for effective group communication with suitable example.
14. Explain in detail Intra-group and Inter-group communication techniques.
15. Explain in detail Roger's model of Innovation Diffusion.
16. What the elements in making a brochures and posters?
17. Explain spiral of Silence theory with suitable example.

SECTION - C

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

18. Explain in detail the process of organising and conduction a press conference
19. Explain in detail Riley and Riley's sociological model of communication theory.
20. Explain in detail with suitable example how e-connectivity can be used for socio-economic and political empowerment.
21. Discuss in detail the techniques in using slide projection for group communication.
