

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

SUBJECT CODE: 11PR/PC/CS14

M. A. DEGREE EXAMINATION, NOVEMBER 2011
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. Why humans are labelled as communicating animals?
2. Why preparations are required in oral presentations?
3. What is a printed word?
4. Why visual medium is important?
5. What are chat groups?
6. What is SMCR model?
7. Why eye contact is important in public speaking?
8. What is a backgrounder?
9. Discuss the role of slides in Audio Visual presentations?
10. How do you use emails effectively?

SECTION – B

Answer any five questions in not less than 250 words:

5 x 8 = 40

11. Discuss Lasswell and Shannon and Weaver model?
12. What are the techniques of communication using a mike?
13. What are the different styles of writing letters for different occasions?
14. How photography becomes an important tool of visual communication?
15. “Search engines have revolutionized the way people access information” –
Substantiate your answer with examples.
16. What is NewCombs model?
17. What are News releases and media alerts?

SECTION – C

Answer any two questions in not less than 1000 words :

2 x 20 = 40

18. What is homo communis and discuss the various definitions and characteristics of communication?
19. There are three kinds of audiences in public speaking. One who can be convinced easily. The second are one who can't be convinced and Third are the cats on wall. Discuss various audiences of public speaking
20. Discuss printed word, style, design and topography?
21. Discuss global village, hot and cold media and other contributions of Marshall McLuhan?
