SUBJECT CODE: PR/PC/CS34

M. A. DEGREE EXAMINATION, NOVEMBER 2011
PUBLIC RELATIONS
THIRD SEMESTER

COURSE   : CORE
PAPER   : PUBLIC RELATIONS PRACTICE: COMMUNICATION SKILLS – III
TIME   : 3 HOURS   MAX. MARKS: 100

SECTION – A

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

1. Define Mass Communication.

2. Distinguish between primary and secondary groups.

3. Mention the three consequences of Media dependency.

4. Mention two key advantages of receiving news through Mobile phones.

5. Explain TRP. Which organization is involved in estimating TRP?

6. What are the advantages of press release through Online Media?

7. Give one indicator of the impact of Media relations on Newspaper coverage.

8. Define Social Media with a suitable example.

9. Mention the popular forms of Folk Media in Tamil Nadu.

10. What is GPS?

SECTION – B

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

11. What are the characteristic of opinion leaders?

12. How can social media be used as a PR tool/

13. Discuss the development of cable T.V in India.

14. Explain the concepts of interactivity in relations to Online Media.

15. Describe the market for English language newspapers in Chennai.

16. Outline the different stages of radio programme production.

17. What is the role of Mobile phones for rural development?

SECTION – C

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

18. To what extent do you think violent T.V programmes affect children?

19. Discuss in detail the various techniques and technologies in printing.

20. What does it mean when Marshall Mc Luhen says 'Medium is the message'?

21. Briefly outline the role of Mass media in socio-economic development.

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