

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2009 – 10 & thereafter)**

**SUBJECT CODE: PR/PE/PP33**

**M. A. DEGREE EXAMINATION, NOVEMBER 2011**  
**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. State any two goals of effective interviewing.
2. Give two reasons for networking.
3. State the mental qualities required for presenting oneself.
4. Why Interpersonal skills are important for PR professionals?
5. What happens in post interview?
6. Identify the elements of a good portfolio.
7. How would you close a group discussion?
8. State the objective of a good interview.
9. Write any two effective statements to start an interview.
10. How would you initiate a group discussion?

**SECTION – B**

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

11. You are to discuss about corruption. How would you participate in it?
12. Describe your relationship with your immediate work group.
13. How would you want to present yourself on a media web page?
14. What are the ground rules to be followed in a group discussion?
15. What do you understand by group dynamics?
16. Trace the elements of a career portfolio.
17. Briefly explain the preparation needed before an interview.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:**

**(2 x 20 = 40)**

18. Write a statement of purpose if you were to apply for the post of PR officer.
19. Explain the stage in preparing for an interview.
20. Cognizant an IT company wants to hire a PR professional. Write a resume that will be appealing to hire you.
21. Discuss the elements in a group discussion.

**\*\*\*\*\***