

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

SUBJECT CODE: 11PR/PE/PP34

M. A. DEGREE EXAMINATION, NOVEMBER 2014
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. What is the role of body language in workplace leadership?
2. What are the points to be noted when dressing up for a work place?
3. What are the different types of listening?
4. Explain how important speech articulation in public speaking is.
5. How to prepare a job application?
6. How to behave in a telephonic interview?
7. How to prepare for a formal public speech?
8. What are the four different levels of communication?
9. How to participate in a group discussion?
10. Explain the importance of tone, pitch and modulation in Voice articulation.

SECTION – B

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

11. How important grooming and physical presentation are in work place? Elaborate.
12. What are the important listening and speaking skills a HR should possess in the workplace?

13. What are the basic elements to be incorporated when preparing a bio-data?
14. What are the listening and speaking skills a tele-caller should possess?
15. What are the different types of interviews? Explain.
16. Explain, how non-verbal communication is as important as verbal communication in an interview?
17. As a HR, how would you convince your candidate to take up a job for which he thinks he is underpaid?

SECTION – C

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

18. You are asked to appear for a corporate interview for the post of HR Manager. What are the factors to be focussed in terms of grooming and posturing?
19. How to search for job opportunities? Write a convincing resume (putting forth all the necessary criteria) for a job that you know that you are overqualified.
20. What are the key factors in a group discussion? How to get the attention of the group and win over the discussion?
21. Explain how will you give an effective speech to the board of directors on taking risks for your company ventures?
