

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

SUBJECT CODE: 12PR/PC/CS14

M. A. DEGREE EXAMINATION, NOVEMBER 2014
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. Lasswell formula
2. Intrapersonal Communication
3. Gestures
4. Oral Communication
5. WWW
6. Kerning
7. Media Pitch
8. News Release
9. Microphone
10. Visual Communication

SECTION – B

Answer any five questions in not less than 250 words:

5 x 8 = 40

11. Conceptual process involved in Diffusion of Innovation Model?
12. Explain Newcomb's ABX Model.
13. Write a critical feature based on one of the current social problems or political issues.
14. Explain barriers involved in communication process?
15. Define Oral Presentation, its content and structure?
16. Photograph can speak 1000 words, Elucidate?
17. Effectiveness of Social Media as a tool of communication

SECTION – C

Answer any two questions in not less than 1000 words:

2 x 20 = 40

18. Explain the ways through which telephone can be used as effective communication.
19. Explain the function of Magic bullet and Agenda Setting theory to the current day new media usage?
20. Explain elements of design with its principle and function?
21. Explain new media as a tool of social change from your perspective?
