

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

SUBJECT CODE: PR/PC/CS14

M. A. DEGREE EXAMINATION, NOVEMBER 2010
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE
PAPER : PUBLIC RELATIONS PRACTICE: COMMUNICATION SKILLS - I
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

Answer all questions in not less than 50 words: **10 x 2 = 20**

1. Trace the roots of communication in India.
2. Differentiate linear from cyclical models of communication.
3. Draw out Newcomb's Model, naming all components involved.
4. How can fonts serve as an element of visual communication?
5. What is a memo and explain the parts of a memo with an example.
6. What are primary and secondary colours?
7. How does photography help PR? Give at least two examples.
8. List four uses served by information racks.
9. Can cyber laws help regulate Internet misuse? Name 2 instances to support your argument.
10. Name four search engines.

SECTION – B

Answer any five questions in not less than 250 words: **5 x 8 = 40**

11. The world's electricity supply has run out and none of the media available to us today – computers, satellite, mobile and broadband – based media exist anymore. As a PRO what media would you innovatively use to continue communicating important information from your company?
12. With your corporate employer at one end, and the client at the other, explain how Osgood and Schramm's model can be applied to study communication between the two, at every level.

13. Draw out Gerbner's model and illustrate its salient points.
14. During oral communication, voice modulation and tone makes all the difference in effectively making your point. Examine how this applies to speaking over a telephone versus using a mike.
15. PR requires writing skills to cover both letter and email form. Explain how, highlighting the main differences in writing for both of the above.
16. How good are communications tools in: speaking, writing and audio – visuals important for a PR person? Illustrate.
17. Is the world actually a global village? Or a modern media only serving to drive apart economically disparate groups? Defend your argument with live examples from the world around us.

SECTION – C

Answer any two questions in not less than 1000 words :

2 x 20 = 40

18. How will you use the principles of public speaking to address a press conference on your college's latest community – based initiatives? Outline how would:
 - a) Present your points clearly and
 - b) Answer questions from journalists
19. In the absence of readily available cheap media, notice & bulletin boards are an invaluable method of communication for student bodies and college clubs. Illustrate with examples.
20. You are a PRO for a newly launched group of ecotels, and you need to put together a 10- slide presentation that can be sent to customers through post, as a CD, or as a printout. Draft the same explaining your pro-nature orientation, your unique green features at the hotel & your eco- stay packages.
21. Social networking sites have huge potential to serve PR goals of a company. List a 10 – points plan explaining how you as a PR professional work this out. Also, explain how you would handle pitfalls such as privacy issues, hacking etc. of such sites.
