

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

SUBJECT CODE: PR/PE/PP33

M. A. DEGREE EXAMINATION, NOVEMBER 2010
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 do you consider your most outstanding qualities?
2. Give two reasons for networking
3. State any two criteria, for presenting a portfolio.
4. Which of the skills would you rate higher: a) Technical skill b) Interpersonal skill?
Why?
5. How would you greet your interviewer? Give an example.
6. Identify the elements of group discussion.
7. What do you understand by self-actualization?
8. State the strategic objectives of a good interview.
9. Write any two effective interview close statements.
10. "I am ok, you're ok!" What does this mean?

SECTION - B

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

11. Write a statement of purpose if you were to apply for a student exchange program in France.
12. How would you describe your relationship with others outside your immediate work group?
13. Draft an acceptance letter for a job offer.
14. How would you describe the perfect candidate for a secretarial job?
15. What is group dynamics? How would you start a group discussion?
16. Explain some of the known group behavior.
17. Briefly explain the ways of preparing a web-page.

SECTION - C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 x 20 = 40)

18. The goal of effective interviewing is of two - fold. Explain.
19. 'Looking for a job is primarily a process of elimination'. Discuss.
20. Explain the ways of presenting one-self to be acceptable.
21. Discuss the ways of facing group interview.
