

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

**SUBJECT CODE: 12PR/PC/CS24**

**M. A. DEGREE EXAMINATION, APRIL 2015**  
**PUBLIC RELATIONS**  
**SECOND SEMESTER**

**COURSE : CORE**  
**PAPER : GROUP COMMUNICATION**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)**

1. Opinion Leaders.
2. Gutter Space.
3. Inter personal Communication.
4. Interactive E-Kiosks.
5. Press Release.
6. Tabloid.
7. Public Communication.
8. Gesture.
9. E-Governance.
10. Balance in Design.

**SECTION – B**

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

11. Why is Audiovisual Media considered a powerful tool and means of Communication?
12. Elucidate Communication is a two way proposition with reference to Riley and Riley model?
13. Explain the function & steps involved in organising a conference?
14. Prepare a Department Newsletter layout following minimum of three principles in Design?
15. Explain the role of 'ICT as tool of rural empowerment'?
16. Explain the dominance of projector towards effective group interaction?
17. Explain the five stages of Decision innovation process.

**SECTION – C**

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

18. Explain any three examples where ICT is adapted as an effective social empowerment technique.
19. Explain the barriers involved in communication with reference to Shannon and Weaver model of communication?
20. Why are Planning and Structuring most important element of Effective meeting?
21. Explain how group leadership is an important factor in determining the productivity of the group?

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