

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2008– 09 & thereafter)**

**SUBJECT CODE: PR/PE/IN23**

**M. A. DEGREE EXAMINATION, APRIL 2009**  
**PUBLIC RELATIONS**  
**SECOND SEMESTER**

**COURSE : MAJOR – ELECTIVES**  
**PAPER : PUBLIC RELATIONS FOR THE INDIVIDUAL**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

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

1. Distinguish between politeness and courtesy, giving a situational example for each.
2. Highlight four steps that you will take in preparation to receive an international guest on your campus.
3. 'Is too much too bad'? Support with two arguments in the case of using make up and gestures.
4. Give two examples of good telephone etiquette.
5. How important is the 'well groomed look'? List two significant positive outcomes resulting from good grooming.
6. What type of listener are you? Define any two types of listening.
7. List four effective preparation techniques for a telephone interview.
8. Define tone, pitch and modulation.
9. What will your choice of attire be for a 'smart casual' dress code specified in an invitation to dinner at your work place?
10. According to you, what are the four most important aspects of effective communication?

**SECTION – B**

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

11. Discuss the various types of effective micro phonic techniques and comment on the merits of using them.
12. 'Good posture is an indicator of professionalism' – Please comment using two substantial examples.

13. List two PR skills that you are practicing to improve yourself as an individual. Provide a brief commentary on each of these.
14. Write a short note on etiquette in the workplace.
15. Enumerate the importance of a pleasant demeanor and how this might boost your image.
16. Discuss briefly the various types of listening techniques.
17. Does 'non verbal communication' play an important role in creating an impression? Please explain.

### SECTION – C

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

18. Address all characteristics of good posture and explain in detail, standing and walking and the role they play in the Public Relations milieu. (Milieu means 'social environment')
19. Do you describe yourself as a 'culturally sensitive' person? Support your answer with analysis and substantive evidence.
20. Write an essay on all aspects of 'grooming' and its importance.
21. 'Alice is a wonderful, friendly, well-groomed person who shows a lot of poise. However, she is not an active listener and is constantly distracted'. What advise would you have for Alice?

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