

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

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

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

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

**SECTION – A**

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

1. What do we mean by group dynamics?
2. How does Rogers's diffusion model define innovation?
3. Distinguish between primary and secondary groups.
4. What is brainstorming?
5. Explain 'group cohesion'
6. Who is an opinion leader? Give two examples.
7. Mention at least two limits of stimulus-response model.
8. Explain the terms 'hyperlink' and 'url'.
9. What are community Internet kiosks?
10. What is 'simulations'?

**SECTION – B**

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

11. Explain Katz and Lazarsfeld's two-step flow model?
12. How does J-curve Model explain news diffusion of different types?
13. What purpose and audience do different sections of a corporate newsletter serve?
14. In what ways can an on-line newsgroup support user interactivity?
15. How does 'group-think' work in a group discussion?
16. Explain the different types of distribution channels available for a house journal?
17. What are the limits in using a power point?

**SECTION – C**

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

18. Prepare a checklist of activities for organizing a conference? What topics would you include? Explain why?
19. Outline the model of innovation diffusion? What are the characteristics of innovation, according to Rogers and Shoemaker? Illustrate with four examples.
20. What are the key reasons that contribute to successful group dynamics? Explain.
21. Explain different elements and the principles of design that can help us create an effective poster or hoarding?

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