

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

**SUBJECT CODE: PR/PC/CS14**

**M. A. DEGREE EXAMINATION, NOVEMBER 2009**  
**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. What is Communication?
2. Explain the linear model of Communication.
3. What is public speaking.
4. What is a memo? What are its components?
5. Give a short note on primary colours.
6. Explain meta search engines. Give examples.
7. What is email?
8. Explain the concept of chat rooms.
9. Differentiate between intrapersonal and interpersonal communication.
10. Explain the concept of “font” in typography.

**SECTION – B**

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

11. Communication is a basic human process – Justify. What are its characteristics.
12. Explain Gerbners model of communication
13. Examine the notice boards as a powerful medium of communication
14. Osgood and Schramm made the communication process complete – justify.
15. What was Mchuhan’s contribution to our understanding of technology and communication.
16. Analyse the etiquettes of telephonic conversation.
17. The Cyber word opens a world of mystery and misery – Analyse.

**SECTION – C**

**Answer any two questions in not less than 1000 words :**

**2 x 20 = 40**

18. What is the relevance of nonverbal communication in Public Speaking?
19. Examine the forms of communication between PR personnel and internal public.
20. Examine the advantage of audio visual medium over print.
21. “Communication has to be effective. It is an art and science”. Justify what are the different types of communication?

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