

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2008 – 09)

SUBJECT CODE: PR/PC/CS34

M. A. DEGREE EXAMINATION, NOVEMBER 2009
PUBLIC RELATIONS
THIRD SEMESTER

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

SECTION – A

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

1. What are the functions of mass media?
2. What are outreach programmes?
3. Expand ICT
4. What is a layout?
5. Define mass medium.
6. What is videoconferencing?
7. What is scheduling?
8. What are the effects of mass media?
9. What are the various folk forms?
10. What is a feature?

SECTION – B

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

11. What are the dos and don'ts when you write for radio?
12. Discuss the importance of formatting and executing a newspaper layout?
13. What is the role of traditional media in today's world while communicating messages?
14. Is media an industry? If so what role does economics play ?
15. What are the various printing technologies?
16. Define the structure of radio news bulletin.
17. Discuss the functions of mass media with suitable examples

SECTION – C

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

18. What are the various models of mass media?
19. Discuss the production process for television detailing the various stages of production
20. What is the differences between writing for newspaper and magazine.
21. “Satellites have shrunk the world”- Comment
