

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**

**(For candidates admitted during the academic year 2008 – 09)**

**SUBJECT CODE: PR/PE/PP33**

**M. A. DEGREE EXAMINATION, NOVEMBER 2009**

**PUBLIC RELATIONS**

**THIRD SEMESTER**

**COURSE : ELECTIVE**

**PAPER : PUBLIC RELATIONS FOR PROFESSIONALISM**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

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

1. What is the advantage of doing advance research?
2. Why do institutions put you through a Group Discussion and interview?
3. Why is establishing eye contact very important for a face-to-face interview?
4. What are the different kinds of Group Discussions?
5. What is SWOT analysis?
6. What are the 6 Cs of communication?
7. What is a Career Portfolio?
8. What are the two main purposes of Group Interviews?
9. What are the two kinds of strengths an interviewee projects?
10. Mention any one weakness you think you have. What steps are you taking to overcome it?

**SECTION – B**

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

11. Discuss in detail the two kinds of Group Interviews.
12. How can you create a win-win situation while being interviewed for your ideal job?
13. How can you prepare for questions on education before attending an interview?
14. Discuss the dos and don'ts of being effective in a Group Discussion.

15. Wipro wants to hire a PR Manager with at least 10 years experience in the field. You are a PR Manager with only 4 years of experience. Write a resume that will convince them to employ you.
16. How would you close an interview effectively?
17. What are the qualities of a good interviewer?

**SECTION – C**

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

18. What is the kind of advance research you need to do before an interview?
19. Explain in detail the five effective interview techniques used by employers.
20. An effective resume is the key to a promising career. What are the features that make for an impressive resume?
21. What are the elements of a Career Portfolio? How can you make it most effective?

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