

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2006–07 & thereafter)**

**SUBJECT CODE: PR/PS/CS24**

**M. A. DEGREE EXAMINATION, APRIL 2008**  
**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 is group dynamics?
2. Distinguish between innovation and invention.
3. What is a two-step model of communication?
4. What are the preparatory steps for organizing a meeting?
5. Which is more important for a poster-visual or copy? Give two examples.
6. State any three advantages of e-newsletter?
7. Mention any one method of assessing the 'reach' of hoardings?
8. What is simulation?
9. What are the advantages of using LCD projectors for group presentations?
10. Mention any two technological solutions for improving e-connectivity in rural regions?

**SECTION – B**

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

11. What are the characteristics of opinion leaders? How do they differ from opinion seekers?
12. Outline the J curve model? How does the model help us understand news flow in society?
13. Discuss the theory of spiral of silence. When will the spiral of silence be broken?
14. Discuss strategies for time-management in organizing conferences and meetings?

15. What issues would you consider in designing a poster on fire-safety for a community living in slums in Chennai?
16. How can games enhance group interaction?
17. How can you use Blogs as a Public Relations tool?

**SECTION – C**

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

18. A Chennai-city based NGO is launching a campaign on ‘zero-tolerance to hoardings.’ How can Rogers Diffusion of Innovation Model be applied to plan the campaign?
19. What are the advantages and disadvantages of using on-line news groups for collaborative work?
20. What issues would you consider while developing a power point presentation? Under what circumstances would power point presentations be inappropriate?
21. What is digital divide? Discuss strategies for narrowing digital divide with case examples.

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