

M. A. DEGREE EXAMINATION, NOVEMBER 2016
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE
PAPER : INTERPERSONAL AND GROUP COMMUNICATION
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

- 1) Psychological barrier
- 2) Debate
- 3) Intrapersonal Communication
- 4) Kinesics
- 5) Interview
- 6) Conference
- 7) Horizontal moving Communication
- 8) Self Esteem
- 9) Channel
- 10) Noise

SECTION – B

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

- 11) What are the functions of communication?- Definition & Example
- 12) Explain Verbal & Nonverbal Communication?- Definition & types
- 13) Elucidate Osgood & Schramm's model of Communication?
- 14) Explain the planning, preparation and practice stages of Oral communication?
- 15) Describe the barriers involved in communication process?
- 16) Explain Two Step flow model of Communication?
- 17) Discuss Group Dynamics?- Characteristics & types
- 18) Explain the Mike techniques for Effective Communication?

SECTION – C

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

- 19) Briefly Explain Diffusion of Innovation model with example?
- 20) Explain SMCR model of Communication with example?
- 21) Explain Effective communication & discuss the steps involved in improvising your communication skills?
- 22) You are in a scenario where the Department of Public Relation in your college is bringing out a proposal for an International Conference? Discuss the planning, preparation procedures involved in it?
