

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

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

**M. A. DEGREE EXAMINATION, APRIL 2007**  
**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 are the roles played by primary and referent groups on individuals according to Riley and Riley?
2. List the elements and their relationship in the stimulus response model.
3. Why is the timing of a meeting crucial?
4. What are the crucial aspects to be considered while planning a conference?
5. What are the practical reasons for Newsletters to be a popular medium?
6. Who are known as the opinion leaders?
7. What is Synergy? Give 2 examples.
8. Describe any 2 features of a good OHP presentation.
9. What do you understand by the 'term techno polis'?
10. Give any two examples of uses of Internet booths.

**SECTION – B**

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

11. What are the salient features of feedback? Elucidate your answer with examples from any 2 models of communication.
12. Mass media does not operate in a social vacuum but competes with other sources of idea, knowledge and power. Illustrate with an example Katz and Lazarsfeld's two-step flow model.
13. Discuss the potential limitations and strengths of groups.
14. Developing a schedule is equally important as the objectives of a meeting. What are the essentials for developing a schedule?

15. Outline the steps involved in organizing a conference.
16. What are the important aspects to be considered while doing a PowerPoint presentation?
17. How are notice boards, wiki and blog used in e-communication? Illustrate.

**SECTION – C**

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

18. Design a wall newspaper on any one of the topics given below, keeping in mind the elements of design and layout  
a) Global warming  
b) Corporate Social Responsibility
19. Has e-connectivity for socio-economic empowerment bridged the digital divide ? Substantiate your point with examples.
20. Explain in detail with examples, the use of hoardings, and its effectiveness in new product launch and brand building.
21. Your college has decided that there are enough activities going on, that students should be kept up – to – date with, by a brief Newsletter. Identify the topics that you will cover regularly, the frequency, the number of pages, distribution, name of the newsletter and a logo – with valid explanation for each.

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