

**M.A. DEGREE EXAMINATION —
JANUARY, 2015.**

First Year

Tourism and Travel Studies

COMMUNICATIONS AND PUBLIC RELATIONS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Bring out the importance of effective communication in Business
2. Write short notes on:
 - (a) Verbal and non-verbal communication
 - (b) One -way and two- way communication.
3. Explain the principles of effective communication.
4. Make a note on market segmentation.
5. Define behavioral interview method.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain 'channels of communication' and make a note on the important channels of communication.
 7. Examine the various models of communication.
 8. Write a detailed account on the components of communication process.
 9. Define advertising and discuss its objectives and point out the qualities of good advertising.
 10. Define sales promotion and bring out the various sales promotion tools with examples.
 11. Trace the various steps in developing effective marketing communications.
 12. Write in detail about the public speaking skills and suggest some ways of improving public speaking skills.
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