

2054

P.G. Diploma in Mass Communication
Second Semester

PGDMC-109: Advertising and Public Relations

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any five of the following in about 75-100 words each:-

- a) USP
- b) AIDA
- c) Headline in an ad copy
- d) Stages of layout
- e) Advertising campaign
- f) Advertising agency
- g) Fact-finding in PR
- h) Newsletters
- i) Brochures
- j) Bill-boards

(5x4)

UNIT - I

II. What is an ad copy? Discuss its various elements.

(20)

III. Show your understanding of advertising layout and design.

(20)

UNIT - II

IV. Write a note on an advertising campaign.

(20)

V. Discuss the functions of an advertising agency.

(20)

UNIT - III

VI. Explain the process of PR.

(20)

VII. Do you think evaluation is important in PR? Elaborate.

(20)

UNIT - IV

VIII. Discuss any two PR tools.

(20)

IX. Write notes on the following:-

- a) House Journals
- b) Press conferences

(20)

x-x-x