

2055

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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any five of the following in about 100-150 words each:-

- a) USP
- b) AIDA
- c) Layout
- d) Ad Agency
- e) Ad Campaign
- f) Research in PR
- g) Planning in PR
- h) Pamphlets and Brochures as PR Tool
- i) PR process
- j) New Media as PR tool

(5x4)

UNIT - I

- II. Enlist the Do's and Don't's of Advertising Copywriting. (20)
- III. Write an elaborate note on use of Design Principles in Advertising. (20)

UNIT - II

- IV. Discuss the functions of a typical Advertising Agency? (20)
- V. Explain the concept of Advertising Campaign with examples. (20)

UNIT - III

- VI. What is the importance of Research in PR? Enlist the methods of PR Research. (20)
- VII. Explain in detail the 'Communication & Action' phase of the PR Process. (20)

UNIT - IV

- VIII. How can a PR person use various PR tools to build the image of the organization? (20)
- IX. How can House Journals and Newsletters become useful PR tools? (20)

x-x-x