

2072

Advanced Diploma in Mass Communication

Second Semester

Paper – ADMC-109: Advertising and Public Relation - II

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. Write short notes on any five of the following:-

- a) USP
- b) AIDA
- c) Functions of Advertising agency
- d) Evaluation in PR process
- e) Pamphlets
- f) Newsletter
- g) Balance
- h) Miniature
- i) Headline
- j) Bill-boards

(5x4)

UNIT - I

II. Write a note on Advertising layout and design.

(20)

III. Discuss various elements of advertising copy.

(20)

UNIT - II

IV. Elaborate on origin and development of Advertising agencies.

(20)

V. Explain the concept of advertising campaign.

(20)

UNIT - III

VI. Show your understanding of PR process.

(20)

VII. How important is Planning and Programming in PR process? Discuss.

(20)

P.T.O.

(2)

**UNIT - IV**

VIII. What are PR tools? Discuss the importance of PR tools. (20)

IX. Write short notes on:-

a) Press conferences

b) Exhibition

(2x10)

x-x-x