

2022
P.G. Diploma in Mass Communication
First Semester
PGDMC-104: 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 75-100 words each:-

- a) 4Ps of marketing
- b) Scope of advertising
- c) Media Plan
- d) Shelf life
- e) Cost in Advertising
- f) IMC
- g) PR Activities
- h) Organization
- i) Media as a public
- j) Ethics

(5x4)

UNIT - I

II. Explain the concept and functions of advertising. (20)

III. Discuss the types of advertising. (20)

UNIT - II

IV. Enlist and explain advertising media characteristics. (20)

V. Discuss the code of ethics in advertising. (20)

UNIT - III

VI. Explain the place of PR in Marketing Mix. (20)

VII. Explain the importance of communication in an organization. (20)

UNIT - IV

VIII. Discuss the importance of publics in PR. (20)

IX. Discuss the code of ethics in PR. (20)

x-x-x