

1129

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

x-x-x

I. Attempt any five of the following:-

- a) Display advertising
- b) Transit advertising
- c) IMC
- d) P-O-P
- e) Geographical selectivity
- f) Radio as advertising media
- g) PR and publicity
- h) Vertical communication
- i) External Publics
- j) Grapevine

(5x4)

UNIT – I

- II. What is advertising? Locate the place of Advertising in Marketing Mix. (20)
- III. Discuss various classifications of advertising. (20)

UNIT – II

- IV. Elaborate on various advertising media features. (20)
- V. Apply advertising media features to newspapers and magazines. (20)

UNIT – III

- VI. Write a note on role and importance of Public Relations for an organisation. (20)
- VII. Explain the importance of communication within an organisation. List different types of channels of communication in an organization. (20)

UNIT – IV

- VIII. What are 'Publics' in PR? Elaborate on importance of Publics. (20)
- IX. Discuss Code of Ethics in PR. (20)

x-x-x