

1128
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. Write short notes on any five in about 75-100 words each from the following:-

- a) IMC
- b) Carrier media of advertising
- c) POP
- d) Direct mail
- e) Propaganda
- f) Grapevine
- g) Internal public
- h) Different types of organisation
- i) Classified advertising
- j) PR

(5x4)

UNIT – I

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

UNIT – II

- IV. Apply advertising features to newspapers and magazines. (20)
- V. Discuss advertising features in context of advertising media of Outdoor and Transit. (20)

UNIT – III

- VI. What is Public Relations? How is it different from Publicity and Advertising? (20)
- VII. Explain the importance of communication within organisation. Discuss different types of channels of communication. (20)

UNIT – IV

- VIII. Discuss the concept of Publics in PR. Explain the importance of publics in PR. (20)
- IX. Discuss Code of Ethics in PR. (20)

x-x-x