

1059

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. 1 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) Unity in Advertising Design
- b) Colour in Ad Copy Design
- c) Thumbnail Sketch
- d) Campaign Theme
- e) Functions of an Advertising Agency
- f) Misleading Advertisements and Ethic
- g) Bill Boards as PR tool
- h) House Journal
- i) Essentials of PR Planning
- j) Feedback in a PR Campaign

(5x4)

UNIT - I

II. Explain the Concept of Advertising Copy writing. How does USP of a product become an essential part of an AD Copy? (20)

III. What is Advertising Layout? Explain the stages of Layout. (20)

UNIT - II

IV. Enumerate the Code of Ethics given for Advertising. (20)

V. Define an Advertising Campaign. How does an agency plan an Ad Campaign? (20)

UNIT - III

VI. How are Newsletters and Brochures prepared and used as a PR tool? (20)

VII. Internet is becoming the quintessential PR tool. Express your agreement or disagreement with the statement with examples. (20)

UNIT - IV

VIII. Discuss the relevance of Fact Finding stage of PR Process. (20)

IX. How is evaluation conducted in a PR Process? (20)

x-x-x