

1058

B.A./B.Sc. (General) Sixth Semester  
**Journalism and Mass Communication**  
Paper: Advertising and Public Relations  
(In all mediums)

Time allowed: 3 Hours

Max. Marks: 70

**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 seven of the following in not more than 50-75 words each:-

- a) Internal Public
- b) Advertising
- c) Marketing Mix
- d) Name 4 Advertising Agencies of world
- e) PR tools
- f) Define Advertising copy
- g) Public Relation Officer
- h) Types of Advertising
- i) Define Public Relations
- j) Media Relations

(7x2)

**UNIT – I**

II. Define advertising and types of advertising? (14)

III. Elaborate the structure and functions of Nationalized Advertising agency? (14)

**UNIT – II**

IV. What are the basic principles of writing advertising copy? (14)

V. Good advertisement is both creative and strategically sound? Do you agree or disagree with this statement? Substantiate your answer with examples. (14)

**UNIT – III**

VI. Write a detailed note on Public Relations in Public and Private sector? (14)

VII. Discuss the structure and functions of a Public Relations agency? (14)

**UNIT – IV**

VIII. Write a detailed note on the PR tools used by the Public Relation professionals? (14)

IX. What all steps the Public Relation Officer take to maintain the Media Relations of an organization? (14)

x-x-x

(Hindi and Punjabi versions enclosed)



