

1058

P.G. Diploma in Mass Communication

2nd 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.

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I. Attempt any five of the following in about 75-100 words each: -

- (a) USP
- (b) AIDA
- (c) Advertising layout
- (d) Campaign theme
- (e) Ethics in advertising
- (f) Newsletter
- (g) Brochures
- (h) Mobiles as PR tool
- (i) Fact finding in PR
- (j) Measuring impact in PR (5×4)

UNIT - I

II. Explain the essentials of advertising copy writing. (20)

III. Explain design vocabulary and principles. (20)

UNIT - II

IV. Explain the structure of an advertising agency. (20)

V. What is an advertising campaign and how is it planned? (20)

UNIT - III

VI. What are the PR tools a PR person can use? (20)

VII. How is internet becoming an essential PR tool? (20)

UNIT - IV

VIII. Explain the PR process in detail. (20)

IX. What are the 7C's of communication in PR process? (20)

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