

Exam.Code:825  
Sub. Code: 6222

1125  
P.G. Diploma in Mass Communication  
First Semester  
PGDMC-104: Advertising and Public Relation

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

- a) Advertising as persuasive communication
  - b) Advertising in marketing mix
  - c) Carrier and Non Carrier media
  - e) Advertising Appeals
  - f) Target audiences in advertising
  - g) Unique Selling Proposition
  - h) Product positioning strategy
  - J) Generic strategy
  - j) Propaganda and Public relations
  - k) Internal and external public
- (5x4)

**UNIT- I**

- II. Discuss the scope and concept of advertising in detail. Support you with examples. (20)
- III. Define advertising. Give atleast two definitions. Write a detailed note on classification advertising by media used citing examples. (20)

**UNIT- II**

- IV. What profile and media mix you will recommend for the launch of a new product, for example, new car for one lakh. (20)
- V. What are the strength and weakness of several media available to an advertiser today? Support your answer with examples. (20)

**UNIT- III**

- VI. Define Public relations. Describe the growth and scope of PR in India. (20)
- VII. State and explain the professionalism in public relations in the Private sector Vis- a vis the Government sector. (20)

**UNIT- IV**

- VIII. Write a detailed note on internal and external publics in PR. (20)
- IX. What are PR Ethics? Comment on the need for code of ethics in PR. (20)

x-x-x