

1057  
PG 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 questions from each Unit.

x-x-x

Q. 1 Attempt ANY FIVE questions in about 75-100 words each:

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| a) Advertising Copy                 | f) Ethics in Advertising        |
| b) Colour in Advertisement Design . | g) Brochure as PR tool          |
| c) Thumbnail Sketch                 | h) Newsletter                   |
| d) Campaign theme                   | i) Importance of research in PR |
| e) Advertising Agency               | j) Evaluation tools in PR       |

5\*4 = 20

UNIT I

Q.2. Explain the principles of Advertising Copy writing. How is AIDA important in Advertising copywriting. 20

Q3. Explain principles of design. 20

UNIT II

Q. 4. Discuss the structure of an advertising agency and explain the functions of different departments in the ad agency. 20

Q5. What is an advertising campaign ? How is a campaign planned. 20

UNIT III

Q.6. How is internet and mobile being used as a PR tool. 20

Q7. How does a PR person organize a press conference. 20

UNIT IV

Q8. Discuss the Planning and programming stage of PR Process. 20

Q9. How is communication phase important in PR Process. 20

x-x-x