

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