

Exam.Code:0826  
Sub. Code: 6226

1056  
P.G. 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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any five questions in about 75-100 words each:-

- a) AIDA formula
- b) Public Relations
- c) House journal as PR tool
- d) USP
- e) Advertising campaign
- f) Newsletter
- g) Warming-up stage in advertising layout
- h) Copy format
- i) Advertising design
- j) Brochure

(5x4)

**UNIT - I**

- II. What is advertising copy writing? List do's and don'ts of advertising copy writing. (20)
- III. Explain principles and stages of advertising layout. (20)

**UNIT - II**

- IV. What are the functions of an advertising agency? Write a note on its structure. (20)
- V. 'Code of Ethics of advertising is often violated.' Comment. (20)

**UNIT - III**

- VI. List various PR tools. Elaborate on any four of them. (20)
- VII. How effective is press conference as a PR tool? What points should be kept in mind while organizing press conferences? (20)

**UNIT - IV**

- VIII. Discuss the process of Public Relations. (20)
- IX. Highlight the importance of fact finding/research and feedback in PR process. (20)

x-x-x