

2053
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. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following in about 100-150 words each:-

- a) Advertisement Copy and USP
- b) AIDA Formula and Copy Elements
- c) Design Vocabulary
- d) Ad Agency
- e) Theme of an Ad Campaign
- f) Fact Finding in PR
- g) Planning in PR
- h) Evaluation in PR
- i) Press Conference
- j) Newsletter

(4x5)

UNIT - I

- II. What are the elements of an Advertising Copy? Explain their functions. (20)
- III. Write an elaborate note on Advertising Layout and Advertising Design. (20)

UNIT - II

- IV. Discuss the structure and functions of a typical Advertising Agency? (20)
- V. Explain the concept and relevance of an Advertising Campaign. (20)

UNIT - III

- VI. Write a detailed note on various stages of the PR Process. (20)
- VII. Explain in detail the 'Communication & Action' phase of the PR Process. (20)

UNIT - IV

- VIII. Explain the concept and importance of PR Tools (20)
- IX. How has New Media become an important PR tool? Explain with examples. (20)

x-x-x