

2124
P.G. Diploma in Mass Communication
First Semester
PGDMC-104: 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. Write short notes on any five the following in about 75-100 words each:-

- a) Functions of Advertising
- b) Scope and Concept of Advertising
- c) Media Buying
- d) Media Scheduling
- e) Shelf Life
- f) Integrated Marketing Communication
- g) Types of Organisation
- h) Communication within organization
- i) Media as a Public
- j) Community as a Public

(5x4)

UNIT - I

- II. Discuss the place of Advertising in Marketing Mix. (20)
- III. Discuss classification of Advertising. (20)

UNIT - II

- IV. Enlist and Explain Advertising Media Characteristics. (20)
- V. Write a note on Code of Ethics of Advertising in India. (20)

UNIT - III

- VI. Write a detailed note on PR in Marketing Mix. (20)
- VII. Define Public Relations. Explain the Role of PR and PR Activities. (20)

UNIT - IV

- VIII. Discuss internal and External Publics in PR with examples. (20)
- IX. Write a note on Code of Ethics in PR. (20)

x-x-x