

2122
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. I 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) PR in Marketing-Mix
- b) Media Buying
- c) Advertising vis-a-vis PR
- d) Selectivity as Advertising media characteristic
- e) Grapevine
- f) Definition of Advertising
- g) TV as an advertising media
- h) Vertical communication
- i) External Publics
- j) Internet advertising

(5x4)

UNIT - I

II. What is Advertising? Discuss functions of Advertising.

(20)

III. Write short notes on:-

- a) Media-based classification of advertising
- b) Purpose-based classification of advertising

(20)

UNIT - II

IV. Discuss characteristics of Advertising media with respect to newspaper and radio.

V. Write a note on Code of Ethics in Advertising.

(20)
(20)

UNIT - III

VI. Define PR. Discuss the role of PR in an organization.

(20)

VII. Elaborate on different types of channels of communication.

(20)

UNIT - IV

VIII. Highlight the importance of Publics in PR.

(20)

IX. Do you think Code of Ethics are important in PR? Discuss.

(20)

x-x-x