

Exam Code: 1162
Sub. Code: 8473

2031
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. Attempt any five of the following in about 75-100 words each:-

- a) Scope of Advertising
- b) Radio Advertising
- c) Promotion
- d) Public Service Advertising
- e) Proximity
- f) Reach
- g) Propaganda
- h) PR Activity
- i) External Public
- j) Ethics in PR

(5x4)

UNIT – I

- II. Define Advertising and enlist its functions. (20)
- III. Explain the place of Advertising in Marketing Mix. (20)

UNIT – II

- IV. Write a brief note on Media Plan in Advertising. (20)
- V. Discuss Code of Ethics in Advertising. (20)

UNIT – III

- VI. Write a brief note on Integrated Marketing Communication. (20)
- VII. Explain the importance of communication within organizations. (20)

UNIT – IV

- VIII. Explain the concept of internal and external public with examples. (20)
- IX. Write a brief note on concept of mass communication. (20)

X-X-X