

2071
B.A./B.Sc. (General) Sixth Semester
Journalism and Mass Communication
Paper: Advertising and Public Relations

Time allowed: 3 Hours

Max. Marks: 70

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 seven of the following in about 50-75 words each:-

- a) Out of home advertising
- b) Direct mail advertising
- c) Brand
- d) Ad copy
- e) Body copy
- f) External public
- g) PR in Public Sector
- h) PR tools
- i) Press release
- j) PR in Private Sector

(7x2)

UNIT – I

- II. Explain the place of Advertising in Marketing Mix. (14)
- III. Explain types of advertising with examples. (14)

UNIT – II

- IV. Discuss the concept of advertising copy. (14)
- V. Enlist the basic principles of writing an advertising copy. (14)

UNIT – III

- VI. Discuss the concept of publics in PR with examples. (14)
- VII. Write a note on PR in Govt. sector. (14)

UNIT – IV

- VIII. Enlist the various PR tools used by a PR person. (14)
- IX. Explain the essentials of good media relations. (14)

x-x-x