

2071  
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. 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) Ad copy
- b) USP
- c) Body copy
- d) Account planner
- e) Campaign theme
- f) PR planning
- g) Evaluation
- h) Journals
- i) Newsletters
- j) New Media and PR

(5x4)

UNIT – I

- II. Explain the principles of advertising copy writing. (20)
- III. Explain the concept of advertising design and layout. (20)

UNIT – II

- IV. Enlist the functions of an Ad Agency. (20)
- V. Briefly explain the concept of an Advertising Campaign. (20)

UNIT – III

- VI. Write a note on PR process. (20)
- VII. Explain the communication steps of PR process. (20)

UNIT – IV

- VIII. Explain the concept and importance of PR tools. (20)
- IX. Write a note on press conference as a PR tool. (20)

*x-x-x*