No. of Printed Pages—3

411 (APR)

[16–HDGKACRM–M2]

PGDMC/MMC 2nd Semester Exam., 2016

(Code : PGDMC07/MMC07)

Advertising and Public Relations

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) Why is advertising said to be a non-personal form of communication?

(b) What is direct mail advertising? What are the different kinds of direct mails?

(c) What do you mean by financial publicity?

(d) How many classes of members are there in the PRSI?

(e) What is the main function of the PIB?

(f) Is there any relation between advertising and marketing of products?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) What are the differences between a slogan and a headline?

(b) State the slogans for the following products :

(i) Thumbs Up

(ii) Nakshatra

(iii) Coca Cola

(iv) KFC

(c) What are the different stages that are involved in the preparation of an advertising layout?

(d) What is propaganda? What are the different methods of propaganda as given by Wilbur Schramm?

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) How can you classify advertising based on targeted markets?

(b) Why is it necessary to select an appropriate media for the purpose of advertising?

(c) Explain the concepts of media buying and space selling.

(d) Imagine yourself to be the PRO of a multinational company. In a freak accident, involving an electrical short circuit, the warehouse of the company which kept numerous artifacts and other goods got burned down. What steps will you initiate in order to manage the crisis?

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) Discuss the objectives and functions of advertising.

(b) Analyze the growth and development of public relations with special reference to India.

(c) "The Public Relations Officer is responsible for image building of the concerned organization and its functionaries." Explain.

(d) What is a press release? What are the different categories of news releases?

(e) What is an advertising agency? Analyze the role played by different departments of an advertising agency.

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