No. of Printed Pages—2

411 (APR)

[20-HKPGDEO-M2S(O)21J]

MMC/PGDMC 2nd Semester (Old) Exam., 2020

MASS COMMUNICATION

[MMC/PGDMC (S2) 07]

(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) What is the purpose of slogan in advertising?

(b) Mention the different media for advertising.

(c) What is the role of client servicing department in an advertising agency?

(d) What are the aims of AAAI?

(e) Who are the external publics in the public sector undertaking?

(f) Mention a few mandates of the Ministry of Information and Broadcasting.

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

(a) Discuss the classification of advertising based on company demand.

(b) Mention the functioning of a full-service adverting agency.

(c) What is the role of PR in crisis management?

(d) Discuss the role of oral communication as a tool of PR.

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

(a) Discuss the concept of social marketing. What are the four P's of marketing?

(b) Analyze the emergence of public relations in India and its present status.

(c) What is a press release? What is its purpose?

(d) Discuss in detail the PR units of Assam Government.

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

(a) Distinguish the impact of radio advertising from that of television advertising.

(b) Discuss the various duties and responsibilities of an Advertising Manager.

(c) What is the importance of ethics in advertising? Discuss the role of ASCI in this context.

(d) What is the meaning of propaganda? How is it different from advertising?

(e) Discuss some important PR tools that are important in planning an effective PR campaign.

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