

P.G. Semester-II Examination, 2023**Journalism and Mass Communication**

Course ID : 23654

Course Code : JMC204C

Course Title : Advertising and Public Relations

Time : 2 Hours

Full Marks : 40

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*Answer **all** the questions.**UNIT-I**1. Answer any **one** of the following questions :

10×1=10

- a) What is advertising? Discuss the different types of advertising. 4+6
- b) Write short notes on : 5×2
- i) Online advertising,
- ii) Surrogate Advertising.
- c) Explain any two models of advertising and marketing. 5+5

UNIT-II2. Answer any **one** of the following questions:

10×1=10

- a) Explain the elements of an AD copy with an example for each. 10
- b) Create an AD for an ice-cream company which you are going to introduce in the market. 10
- c) Write short notes on: 5×2
- i) Logo
- ii) USP.

UNIT-III3. Answer any **one** of the following questions:

10×1=10

- a) What is public relations? How does it differ from advertising? Explain with examples. 5+5
- b) Write short notes on: 5×2
- i) PRSI.
- ii) Press release.
- c) Write a note on House journal and its importance within an organization. 10

UNIT-IV

4. Answer any **one** of the following questions:

10×1=10

- a) What is corporate social responsibility? How corporate social responsibility and public relations are interdependent? Explain with examples. 5+5
- b) What is corporate crisis? Write the crisis management planning with a suitable case study in India. 10
- c) Write short notes on: 5×2
 - i) Corporate Identity
 - ii) Six station model
