

**MMC / PGDMC 2<sup>nd</sup> Semester Examination 2013**  
**Paper - VII**  
**(Advertising and Public Relations)**

Time : 3 Hrs.

Full Marks : 80

Students are expected to provide relevant examples in support of their answers

1. Write short note on any five questions  
(each within 50 words) 2×5 = 10
  - (a) Advertising media
  - (b) Rejoinder
  - (c) PRCI
  - (d) Media buying
  - (e) ASCI
  - (f) Press Briefing
  - (g) Creative boutique
  
2. Answer any three short notes from the following  
(each within 100 words) 4×3 = 12
  - (a) What are the important functions of a headline?
  - (b) What are the basic functions of PR?

- (c) What are the differences between display advertisement and classified advertisement?
- (d) What do you mean by 'publics' in Public Relations.
- (e) What are the differences between headline and slogan?

- (d) Suppose you are the PRO in a pharmaceutical company which have faced a problem in a particular medicine. Plan a PR strategy.
- (e) Plan for an advertising campaign for the academic year 2013-14 of Krishna Kanta Handiqui State Open University.

3. Answer any three questions from the following  
(each within 200 words)  $6 \times 3 = 18$

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- (a) What is advertising? What are the different functions of advertising?
- (b) What do you mean by publicity? Describe different types of publicity.
- (c) How is direct mail advertising beneficial as compared to other means of advertising?
- (d) What is Press Conference? What are its different factors?
- (e) Write a note on duties and responsibilities of a PRO.

4. Answer any four questions [question 4 (a) and (b) are compulsory] from the following  
(each within 400 words)  $10 \times 4 = 40$

- (a) What is an advertising agency? Describe the organizational set up of an advertising agency.

$4+6=10$

- (b) What are the electronic tools of PR? Discuss with examples.  $2+8=10$

- (c) What are the codes and guidelines for advertising?