

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

PGDMC 2nd Sem. Examination, 2015

Paper Code: 07

Paper : Advertising and Public Relations

Time: 3 hours Maximum marks: 80

The figures in the margin indicate full marks for the questions

- 1 What do you understand by the following term (any five : each within 50 words) $2 \times 5 = 10$
- Brand.
 - Negative advertising.
 - Classified Advertising.
 - CCC.
 - Accounts service.
 - Copy writer.
 - Share.
- 2 Write short notes on any three from the following (each within 100 words) $4 \times 3 = 12$
- Target audience
 - CSR
 - PRSI
 - Press communiqués
 - Rejoinder
- 3 Answer any three of the following (each within 250 words) $6 \times 3 = 18$
- Explain why a company or manufacturer promotes surrogate advertising.
 - Explain, if you find any differences between Headlines and Slogans.
 - Explain about the types of advertising agencies.

- What are the objectives of public relations?
 - Discuss some important tools of public relations.
- 4 Answer any four from the following questions (each within 400 words) $10 \times 4 = 40$
- Discuss important types of advertising based on the functional aspect of advertising.
 - Why the job of an advertising manager has become more glamorous and demanding? Explain.
 - Discuss the important differences between media buying and space selling.
 - Outline the qualities, duties and responsibilities of a public relation officer.
 - Discuss the growth and development of PR in India.
 - Do you agree that House Journals are vehicles of public relations? Explain the concept of your understandings.