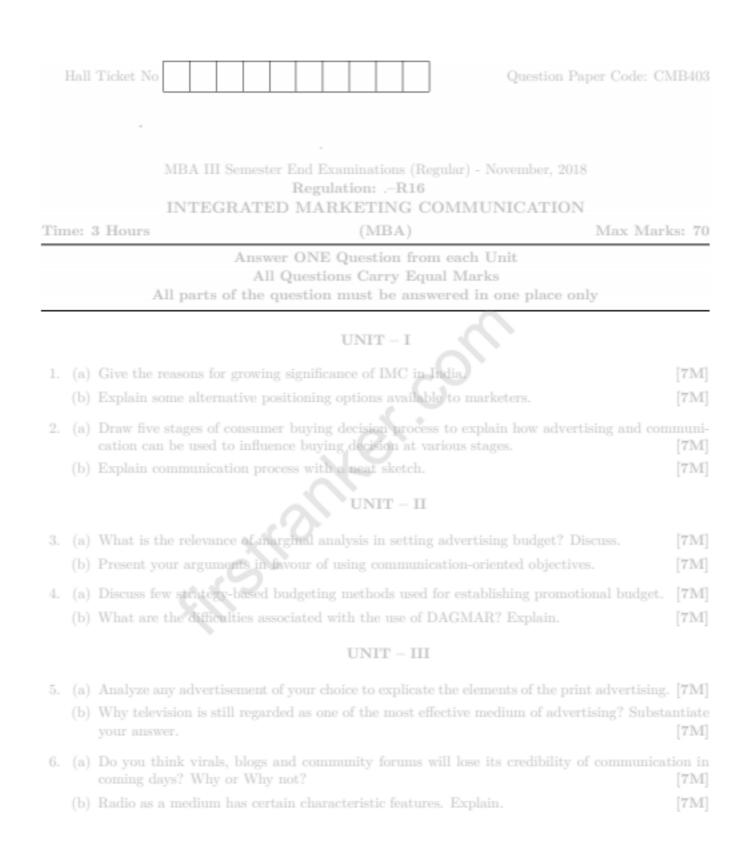
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[7M]

## UNIT – IV

7. (a) What are the types of key tools available to carryout the public relations function? Discuss.

- (b) Give instances to explain how event sponsorship has been used to get promotional mileage. [7M]
- 8. (a) Enumerate the advantages and disadvantages of direct mail. [7M]
  - (b) Differentiate between push and pull strategies as a part of sales promotion strategy. [7M]

## UNIT – V

- (a) Do you think advertising to children is right practice? State few positive as well as negative effects of advertisement on children. Is there any law in India to curb this practice? [7M]
  - (b) "A common criticism of advertising is that it stereotypes women. But in recent years, women stereotyping in advertisement have reduced drastically." Do you agree with the statement? Justify your stand with relevant examples. [7M]
- (a) What is subliminal advertising? Cite few examples of the companies using it to promote their products.

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(b) Discuss three advertisements that courted controversy for not abiding the regulations of advertising and promotion in India. [7M]