

B. A. III Year Examination, March/April 2018

Subject: Journalism

Paper III – Advertising and Public Relations

Time: 3 Hours

Max. Marks: 100

PART – A (5X5=25 Marks)

Note: Answer all questions in about 100 words

1. (a) Interactive advertising

OR

(b) Brand

2. (a) Regional advertising

OR

(b) Classified advertising

3. (a) Account Executive

OR

(b) Endorsement Copy

4. (a) House Journal

OR

(b) External Public

5. (a) Corporate Image

OR

(b) PIB

PART – B (5x15=75 Marks)

Note: Answer all questions, each one not exceeding 300 words

6. a) Discuss the role of communication in advertising communication and marketing.

OR

b) Explain the social relevance of advertising in a developing country like India.

7. a) Explain the structure of an advertising agency.

OR

b) Elucidate the advantages and limitations of Print advertising.

a) Explain the steps that goes into preparation of an advertisement from rough sketch to final release.

OR

b) Explain in detail the role, played by Creative department in making of the advertisement copy.

a) Explain in detail the functions of PR department in an organization.

OR

b) Lobbying as a tool is used by PRO to influence public opinion. Explain this statement.

a) What are the functions of PRO in a Private sector organization.

OR

b) At the time of crisis, as a PRO of a corporate organization what steps would you take to protect the image of the organization?