

Code No. 1491 / E

FACULTY OF ARTS

B.A. III – Year Examination, March / April 2017

Subject: Journalism

Paper – III

Journalism (Advertising and Public Relations)

Time: 3 Hours

Max. Marks: 100

PART – A (5x5 = 25 Marks)

Note: Answer the following.

- 1 a) Marketing
OR
b) Role of Advertising for marketing
- 2 a) Account executive
OR
b) Outdoor advertising
- 3 a) Product analysis
OR
b) Market Research
- 4 a) House Journal
OR
b) News letter
- 5 a) Public Sector
OR
b) PIB

PART – B (5x15 = 75 Marks)

Note: Answer all questions

- 6 a) Define advertising. Explain the social relevance of advertising in the Indian Society.
OR
b) Discuss the social and economic effects of advertising.
- 7 a) Discuss with examples the advantages and disadvantages of using electronic media for advertising.
OR
b) Describe the structure of an advertising agency and explain the functions of Account Executive and Creative Director in detail.

- 8 a) Advertising Campaign Planning is an important and integral part of a product launch. Design a campaign for launching a new Ketchup – Belmont. Identify objectives, target audiences, media mix and messages.

OR

- b) Prepare an advertising copy for a new mobile phone, with all elements (headline, slogan etc) in its layout.

- 9 a) Define Public Relations. Discuss the nature and scope of PR, its purpose and role in developing countries.

OR

- b) Discuss in detail the tools used by PR for effective communication.

- 10 a) Discuss the functions of media units of Government of India as public information disseminating agencies.

OR

- b) Discuss the role of PR in public and private sector organizations.
