

**Total No. of Pages : 01**

**Total No. of Questions : 08**

**M.A.(JAMC) (2018 & Onwards) (Sem.-1)**  
**ADVERTISING & PUBLIC RELATIONS**  
**Subject Code : MAJMC-104-18**  
**M.Code : 75311**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **UNIT I, II, III & IV contains TWO questions each.**
2. **Attempt any FIVE Questions in all, selecting atleast ONE question from each Unit.**
3. **Each question carries TWELVE marks.**

## UNIT-I

1. What is marketing mix? Explain the role of advertising in marketing mix.
2. Explain the functions of advertising agencies.

## UNIT-II

3. Describe PR concept. Explain the principles of Public Relations.
4. Explain the PR set up for state government.

### UNIT-III

5. Discuss the importance of social marketing.
6. What do you understand from media briefing process? Discuss in detail.

## UNIT-IV

7. Explain the Public Relations process for external public.
8. Describe the basic principle of government publicity.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**