

Roll No.

Total No. of Pages : 01

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Master of Arts (Journalism and Mass Communication) (Sem.-1)

**ADVERTISING AND PUBLIC RELATIONS**

Subject Code : UC/MAJMC-104-19

M.Code : 77332

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Section
3. Each question carries TWELVE marks.

**SECTION-A**

1. How is advertising different from other forms of mass communication? Give suitable examples.
2. What is the relevance of advertising in the modern times of social media?

**SECTION-B**

3. Discuss the operations of an advertising agency.
4. How do the creative and media briefing process take place with respect to advertising?

**SECTION-C**

5. What are the tools available for PR for external and internal publics?
6. Give the steps to be taken for writing a press release.

**SECTION-D**

7. As a PRO what would you do to maintain good relations with the press?
8. As a PRO of a company, what preparations will you make to conduct the press conference of the CEO?

**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.**