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Register Number

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015****(DESIGN MANAGEMENT)****(FIRST YEAR)****150: ADVERTISING AND PUBLIC RELATIONS**

Time: Three hours

Maximum: 75 marks

**SECTION-A****(5×3=15)****Answer any FIVE questions**

1. Advertisement
2. Direct mail advertising
3. Sales promotion
4. Advertising environment
5. Public relations planning
6. Tools of public relations
7. Special events
8. Public relations

**SECTION- B****(3×10=30)****Answer any THREE questions**

9. Give an account of advertising.
10. What are the merits and demerits of using magazines and newspapers? Explain.
11. Discuss the importance of retail marketing.
12. Why is the study of public relations required? Elucidate.
13. Narrate the types of sales promotion.

**SECTION- C****(1×15=15)****Answer any ONE question**

14. 'Advertising plays a pivotal role in the national economy'-Discuss.
15. State and explain the legal and other restraints on advertising.
16. Enumerate the steps in public relations planning.

**SECTION- D****(1×15=15)****(Compulsory)**

17. The marketer has the option to select from a number of media types available or to innovate a new form of media to put his message across the prospects. As media planner what factors do you consider in media selection?

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