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3112E246

Candidate's Seat No : \_\_\_\_\_

M.M.C.J. Sem.-3 Examination

503

Public Relations and Advertisement

Time : 2-00 Hours]

December 2020

[Max. Marks : 50

(Attempt any Three questions out of Eight (08) questions in Part I given below. All questions carry equal weightage)

PART - I

MARK 14

Q.1 Describe the Role of Responsibilities of Public Relations (PR) in State and Central Government.

Q.2 Write in detail about the various functions of Public Relations in service sector in India.

Q.3 Write in detail about the most important advertising questions you need to ask before creating any 'Advertising Campaign' to your client.

Q.4 Define 'Brand Positioning'. Describe Brand Positioning Process Strategy in detail with relevant case studies.

Q.5 "Advertising is all about effectiveness" Argue on this statement with a relevant example in the present multimedia scenario.

Q.6 Explain. Write about Marketing Research, Advertising Research and Audience Research in detail. How they are different from each other?

Q.7 Write a short note on Pre-test and Post-test in Advertising Research with its, features, merits and demerits.

Q.8 Define Consumer Behaviour. Write a note on various factors affecting Consumer Behaviour.

Q.9 COMPUSORY PART – II

MARK 02

Attempt any Four (04) MCQs out of Eight (08) in Part II given below. All questions carry equal weightage

1. Who is considered to be the father of Public Relations?

(A) John Stevenson (B) Andrew C. Barley

(C) Edward Bernays (D) Roger D. White

PTC

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2. Which term is used for advertisements in the form of news stories or reviews in the Newspapers?

(A) Sensation (B) Filler

(C) Snippet (D) Advertorials

3. To draw attention of the media towards the products or services of a company or organization whether that's as news coverage, feature articles/blogs is known as:

(A) Planning (B) Publicity

(C) Rumour (D) Action

4. The main PR activities are:

(A) Exhibitions and publicity (B) Publicity and Event Management

(C) Sponsorship and Publicity (D) lobbying and literature

5. Corporate advertising concentrates on:

(A) Organizational Personality (B) Consumer Behaviour

(C) Management Mantras (D) Commercial & Promos

6. AIDA formula for Ad design stands for:

(A) Attention, Interest, Desire, Action

(B) Action, Integration, Design, Attraction

(C) Attention, Integrity, Desire, Attraction

(D) Action, Implementation, Desire, Affection

7. Six steps to Develop an Effective PR Campaign or marketing plan are:

(A) Objectives, Purchase, Sales, Target Audience, Create a Timeline, Campaign

(B) Objectives, Goals, Target Audience, Create a Timeline, Plan of Action, Campaign

(C) Objectives, Goals, Target Audience, Create a Timeline, Brand, Campaign

(D) Objectives, Goals, luxury, Create a Timeline, Plan of Action, Campaign

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8. What are Covert advertisements?

- (A) Advertisements using colorful presentation measures in media
  - (B) Print Advertisements published under page one of newspapers
  - (C) Product or brand embedded in entertainment or any media programme
  - (D) Advertisements which involve famous personalities
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