**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2021**

**MMC 103: ADVERTISING AND PUBLIC RELATIONS**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*for the individual question.*

*--------------------------------------------------------------------------------------*

1. Briefly discuss the following (in about 50 words): 3x5=15
2. Logo
3. Internal Public
4. Press Conference
5. Advertising agencies
6. Market Segmentation
7. Answer the following (in about 300-350 words): 5x4=20
8. What are the benefits of media relations?
9. Recall any advertisement that you have seen and write the following details-
   * 1. Name of the product
     2. Slogan used in the ad
     3. The Unique Selling Proposition
     4. Media used
     5. Appeals used in the ad.
10. Discuss the Ethical and Moral Principles of Advertising.
11. Briefly describe the various functions of PR practice.
12. Answer the following (in about 500 words): 7x5=35
13. Explain the essentials of good media relations.
14. Trace the growth of Public Relations from its origin to its present day.
15. Explain the structure of an advertising agency.
16. What are the different types of advertising? Discuss.
17. Discuss the fundamental principles and objectives of Advertising Standards Council of India?

\*\*\*

**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2021**

**MMC 103: ADVERTISING AND PUBLIC RELATIONS**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*for the individual question.*

*--------------------------------------------------------------------------------------*

1. Briefly discuss the following (in about 50 words): 3x5=15
2. Logo
3. Internal Public
4. Press Conference
5. Advertising agencies
6. Market Segmentation
7. Answer the following (in about 300-350 words): 5x4=20
8. What are the benefits of media relations?
9. Recall any advertisement that you have seen and write the following details-
   * 1. Name of the product
     2. Slogan used in the ad
     3. The Unique Selling Proposition
     4. Media used
     5. Appeals used in the ad.
10. Discuss the Ethical and Moral Principles of Advertising.
11. Briefly describe the various functions of PR practice.
12. Answer the following (in about 500 words): 7x5=35
13. What are the essentials of good media relations? Explain.
14. Trace the growth of Public Relations from its origin to its present day.
15. Explain the structure of an advertising agency.
16. What are the different types of advertising? Discuss.
17. Discuss the fundamental principles and objectives of Advertising Standards Council of India?

\*\*\*