

This question paper contains 2 printed pages.

Your Roll No. ....

Sl. No. of Ques. Paper : 9005 **GC**  
Unique Paper Code : 11011307  
Name of Paper : Advertising and Public Relations  
Name of Course : B.A. (Hons.) Journalism and Mass Communication  
Semester : III  
Duration : 3 hours  
Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

All questions are compulsory.

SECTION A

1. "Advertising is a necessary evil." Do you agree with this statement? Why or why not?

Or

Discuss the significance of advertising from the standpoint of (i) the producer, (ii) the consumer and (iii) the economy. 15

SECTION B

2. What is an advertising campaign? What are the steps to be kept in mind while planning an advertising campaign?

Or

What are the functions of an advertising agency? What are the different types of advertising agencies? 15

SECTION C

3. Why is PR necessary for the government? Briefly describe and discuss the functions of the publicity units of the Government of India.

Or

What is the role of PR in Crisis Management? Compare the PR strategies of any two organizations in the way they handled the crisis. 15

SECTION D

4. Discuss the major features of Integrated Marketing Communication. How is IMC different from traditional marketing?

Or

Write short notes on any three of the following:

- (a) Public Service Advertising
- (b) Creativity
- (c) Maslow's hierarchy of needs

- (d) Positioning
- (e) Direct marketing
- (f) Propaganda
- (g) Corporate social responsibility.

5×3=15

**SECTION E**

6. What are the objectives of Social Media Marketing? What are the social media tools with which these objectives can be met?

*Or*

Discuss the social media strategies deployed by marketers? How can they measure the ROI on social media marketing efforts?

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