

QP CODE: 24019081



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Reg No : .....

Name : .....

**M A DEGREE (CSS) EXAMINATION , APRIL 2024**

**Second Semester**

MA PRINT AND ELECTRONIC JOURNALISM

**CORE - MM060204 - PRINCIPLES AND PRACTICES OF ADVERTISING AND PUBLIC RELATIONS**

2019 Admission Onwards

C22F4389

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. Explain subliminal persuasion.
2. Explain integrated commercials.
3. What is segmented marketing?
4. Explain marketing.
5. Who are stakeholders?
6. Describe in-house ad agencies.
7. Explain public service activities.
8. Write a note on The Press Act 1951.
9. Write a note on Humorous copy.
10. What is press release?

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. Distinguish between advertising and personal selling.
12. Write a note on advertising agency.
13. Comment code of ethics of Advertising Standards Council of India.





14. What is a press kit? Explain.
15. Is public relations a profession or an academic discipline? Explain.
16. Explain the difference between advertising and Public relations.
17. What is illustration and slogan in an advertisement?
18. What are the advantages of PR periodicals?

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight **5** each.*

19. As a social phenomenon, advertising roots deep in the history of mankind. Sketch a brief history of advertisement.
20. "The PRO represents the management". Do you agree?
21. Public relation is closely related to media relations. Describe?
22. Explain the possibilities and challenges of advertising through television in India.

(2×5=10 weightage)

