



QP CODE: 23005061



Reg No : .....

Name : .....

**M A DEGREE (CSS) EXAMINATION , JULY 2023**

**Second Semester**

MA PRINT AND ELECTRONIC JOURNALISM

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

2020 Admission

0EE09E88

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. Explain dramatized commercials.
2. Explain Direct mail advertising.
3. What is Direct marketing?
4. What is consumerism?
5. Write a need for public relations.
6. Write a note on national advertising.
7. What is a Media kit?
8. Write a note on PRSI.
9. What is a product?
10. What is press briefing?

(8×1=8 weightage)

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

*Answer any **six** questions.*

*Weight 2 each.*

11. Explain the economic functions of advertisement.
12. Explain the differences between advertiser and advertising agency.





13. Discuss the ethical aspects of advertising.
14. Discuss the appropriate means of communication from management to employees.
15. Elaborate the finer points of community relations.
16. Distinguish between Advertising and Propaganda
17. What are the elements that should be present in an ad copy?
18. Write the importance of editorial in a House Journal.

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight 5 each.*

19. How advertising is helpful for consumer welfare?
20. Define public relations? Explain the role of public relations in contemporary times with suitable PR examples.
21. Discuss the role of community relations in the context of PR. Cite few examples you know.
22. Explain the role of advertising in modern business world.

(2×5=10 weightage)

