



QP CODE: 26022735



Reg No :

Name :

M A DEGREE (CSS) EXAMINATION MAY 2026

Second Semester

M A PRINT AND ELECTRONIC JOURNALISM

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

2019 ADMISSION ONWARDS

5373A3A8

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is Embargo?
2. Write about Informative Advertising.
3. What is Jingle?
4. Define research.
5. What public opinion?
6. Explain social responsibility advertising.
7. What is internal communication?
8. Write a note on customer relations.
9. What is sales letters?
10. Define copy.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. What are the principles of Advertising?
12. How would you measure advertising effectiveness?
13. What are the legal and ethical issues associated with advertising?





14. What are the different roles of a public relation officer?
15. What is a press kit? Explain.
16. Explain the special event in PR.
17. What is the differences between the trade mark and illustration 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. Briefly discuss the history of advertising.
20. Trace the history of public relations and discuss the current trends.
21. Describe the structure of public relations department in private sector.
22. Select a company of your choice and outline the major components and considerations that you would include in your advertising plan. How would competitive situation affect the development of your plan?

(2×5=10 weightage)

