



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR AUTUMN SEMESTER END EXAMINATION, 2023

Course Name- ADVERTISING AND PUBLIC RELATIONS

Course Code- MAMCD / MMC 103

Last date of submission: 15 February 2024

Full Marks= 30

15x2=30

Answer the following questions:

1. Design a print media advertisement for a healthy drink brand. Identify the target audience, give a brand name, and develop advertising copy including headline, sub-headline, body copy, visual and slogan. (You can use Adobe Photoshop or any other convenient software for the assignment).
2. Discuss some ethical issues in advertising giving examples of current Indian television commercial which you think violating some ethical principles.

NB: Answer to both the questions must be submitted in one single assignment.
