**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING 2023)**

**MAMCD/MMC 103: ADVERTISING AND PUBLIC RELATIONS**

**Time: 3 Hours Total Marks: 70**

*The figures in the right-hand margin indicate marks for the individual question.*

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1. Answer the following questions: - 2x5=10
2. What is the meaning of ‘frequency’ in media planning?
3. What is the difference between Consumer Advertising and Business to Business Advertising?
4. Match the following in order of Hierarchy of Effect Model of advertising-

**A B**

1. Conative A. Preference
2. Cognitive B. Knowledge
3. Affective C. Conviction
4. Name the media schedule in which an advertisement runs for a fixed period.
5. Who is considered as the father of Public Relations? Write a book name written by him.
6. Answer the following questions: - 6x5=30
7. Discuss the concept of consumer behaviour in the context of Stimulus Response Theory in advertising.
8. Analyse the significance of Public Relation as a strategy for image building by an organisation.
9. Explain the different elements of an advertising copy.
10. Discuss the importance of demographic segmentation as a marketing strategy in the field of advertising.
11. Write a short note on Public Relations Society of India (PRSI).
12. ‘A public relation officer is responsible for repairing the brand image in any crisis situation’. Explain with examples.

P.T.O

1. Answer the following in detail: - 10x3=30
2. Imagine yourself as Public Relation officer of your state government and write a press release on government’s flood relief programme.
3. Critically discuss different ethical issues in advertising. Take examples of recent advertisements which you feel have violated ethics.
4. What is the significance of using appeals in advertising? Discuss different appeals used in advertising and give example for each type.

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