**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2024**

**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-**  5**x2=10**
2. Write two characteristics of advertising.
3. Give two examples of non-commercial advertising you have watched in recent times.
4. Who are the external publics in Public Relations?
5. Write two key principles of Public Relations.
6. Affective level of consumer of behaviour includes \_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_ (Fill up the blanks).
7. **Answer the following short question- 6x5=30**
8. “Consumers respond to advertising messages in a very ordered way”. Illustrate the hierarchies of consumer behaviour.
9. Discuss different types of media schedules in advertising.
10. Discuss the significance of media relation in Public Relations.
11. Explain the different elements of an advertising copy.
12. Discuss different ethical issues in advertising.
13. Introduce an imaginary product you want to launch in the market and write the following elements –
14. Give a brand name of the product. **1**
15. Identify the target audience of your brand. **1**
16. Write a tagline for advertising your product. **2**
17. Mention the Appeal you want to use for the advertisement. **1**
18. **Answer any three of the following questions- 3x10=30**
19. Discuss the concept of Market Segmentation. What are the different parameters of segmenting a market? (**5+5)**
20. Explain the role of Public Relations Officer in any crisis situation of an organisation.
21. Critically analyse the changes in advertising industry in the age of social media marketing.
22. Discuss the different types of advertising and give example for each type.

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