

M.A. DEGREE EXAMINATION, ODD SEMESTER 2020
II Year and III Semester
Advertising, PR and Media Management

Max.marks :25

Answer any **FIVE** questions (5 × 5 = 25) Marks

1. Write a short note on the role of advertising in brand building.
2. Mention the importance of marketing mix.
3. What are the difference between PR and Advertising?
4. What is Media Relation Management and Explain?
5. Explain Greiner's model in management.
6. Write about the process of advertising.
7. What is PR propaganda and lobbying?