

**M.A. DEGREE EXAMINATION, EVEN SEMESTER 2021**  
**II Year III Semester**  
**Advertising, PR and Media Management**

**Max.marks :25**

Answer any **FIVE** questions ( $5 \times 5 = 25$ ) Marks

1. Describe and detail about The Process of Advertising.
2. Discuss about Role of advertising in marketing.
3. What are role of PR in Media Industry?
4. Differentiate PR and Advertising Market.
5. Explain about PR Propaganda and Lobbying.
6. Discuss PIB and DFAI.
7. Elaborate about Greiner's model in management.