

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

M.A. END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

21PJCE3002 - Advertising and PR

Total Duration : 3 Hrs		Total Marks : 75
MCQ	: 30 Mins	MCQ : 15
Descriptive	: 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Identify Advertising Agency various department and its functions.
2. Elaborate case studies in brand Positioning.
3. What are functions of Professional bodies in Advertising?
4. Enumerate the Role of advertising in marketing.
5. Differentiate between PR and Advertising, Marketing.
6. What are the Role and Functions of PR?
7. Elaborate the role of PR in Government, Public and Private sector.
8. Identify the Professional Bodies of PR.

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Elaborate the Role of advertising in brand building.
10. What are Laws and Ethical issues in Advertising with suitable example?
11. Identify the New trends in PR practice.
12. Enumerate the code of ethics, Responsibilities of PRO.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Identify the Role and Function of Advertising and TRB of various media.