

**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 EXAMINATIONS APRIL - 2022

SEMESTER - III

21PJCET3002 - Advertising and PR

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Explain Brand Management.
2. Analyze the Importance of Marketing Mix.
3. Prepare a sample plan for PR Audit.
4. Explain the relationship between TRP and Advertising.
5. Explain crisis communication.
6. Differentiate PR and Advertising.
7. Explain the Professional bodies in PR.
8. Explain NFDC and its functions.

Section B

Part A

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

9. Explain the Role of advertising in brand building.
10. Analyze the Laws and Ethics issues in Advertising.
11. Discuss the New trends in PR practice.
12. 'PR is a source of news for media and its work pattern' - Discuss.

Part B

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

13. Explain the Role and Functions of various media unit of MIB.
