

**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

20PJCCE3002 - Advertising, PR and Media Management

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. What are the duties and responsibilities of Advertising Standard Council?
2. Delineate the different types of advertising agencies.
3. Describe Public Service advertisement and its impact on society.
4. What is TRP? How people meter works in television rating?
5. What are the Characteristics of International Marketing?
6. Describe the structure of small and medium level news agencies.
7. Explain the model of AIDA with an example.
8. How important is marketing and advertising research to product promotion?

Section B

Part A

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

9. Explain the organizational structure of an advertising agency with various departments.
10. What are the advertising techniques and procedures in new media?
11. Write a short note on the importance of control in media management.
12. Explain how advertising helps other components of promotional mix like personal selling, sales promotion and PR.

Part B

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

13. Discuss the following with concrete examples.
(a) pre-production (b) production
(c) post-production (d) control.
