

**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 NOVEMBER - 2022

SEMESTER - III

21PJCET3002 - Advertising and PR

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. What are the various functions performed by an advertising agency? How will you select the advertising agency?
2. Prepare a 30-sec storyboard for a FMCG commercial targeting the youth.
3. Outline the objectives of PRSI and relate who could become a member of the PRSI.
4. Explain PIB and describe the role of PIB officers.
5. What is the role of ASCI in Indian Advertising? Explain.
6. Relate and Differentiate Propaganda and Publicity.
7. Describe the role of Public Relations in times of crisis in private sector.
8. Examine the role of DAVP in advertising.

Section B

Part A

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

9. Research in advertising is the first step in the process and is not limited to feedback - Explain.
10. The purpose of advertising is to influence buying behavior. Does this influence bring changes in the Market? - Predict the factors behind the influence.
11. "Public Relations is a Public Service" - Justify.
12. Examine the role of crisis communication in the field of Public Relation with an example.

Part B

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

13. Critically analyze if TRP is a boon or bone for advertisers.

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