

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.(Jour) END SEMESTER EXAMINATIONS APRIL - 2023

SEMESTER - III

21PJCET3002 - Advertising and PR

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain the role and scope of advertising.
2. Explain the importance of marketing mix.
3. Classify the functions of PR and its role in media relationship.
4. Explain about the practices of PR for film and digital industry.
5. What are the roles and functions of DAVP?
6. Classify the responsibilities of PRO.
7. Describe about professional bodies in advertising.
8. Ascertain the Role of advertising in brand building.

Section C

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

9. Explain the process of advertising and its role in brand building.
10. Classify the roles and functions of few media units of ministry of information and broadcasting.
11. Distinguish between PR and advertising and how it impacts the market.
12. Assess the role of professional bodies in PR.

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

13. Classify the role of advertising in marketing and consumer behavior.
