

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 NOVEMBER - 2023

SEMESTER - III

21PJ CET3002 - Advertising and PR

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Describe Advertising Agency.
2. Explain the Media Strategies.
3. Preparing a plan for PR Audit with an Example.
4. Describe the Media Relations management.
5. Comment on: NFDC, FD, and DFAI.
6. Classify the PR Agency structure.
7. Explain the Marketing Mix.
8. Examine the Brand building and brand positioning.

Section C

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

9. Explain the Role and Function of various media units of MIB.
10. Classify a Media Relations management and PR strategy.
11. Explain the Structure, Role, and Functions of Public Relations.
12. Difference between Media planning and Media Strategies.

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

13. Justify the Current trends in Advertising Agency structure and various departments and functions with an example.
