



Name :

Roll No. :

Invigilator's Signature :

CS/BMS/SEM-6/MMS-601-C/2010

2010

ADVERTISING AND PUBLIC RELATIONS

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

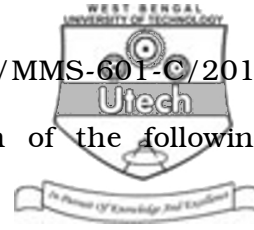
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) Who is considered to be the father of Public Relations worldwide ?
 - a) Ivy Lee
 - b) Edward Bernays
 - c) Mahatma Gandhi.
 - ii) AIDA means
 - a) Advertising In Disaster Areas
 - b) Attention Investment Demand Action
 - c) Attention Interest Desire Action.

CS/BMS/SEM-6/MMS-601-C/2010



- iii) Copywriting is the art of
 - a) writing press releases
 - b) transcribing text from speeches
 - c) writing advertising copy.
- iv) Confessions of an Advertising Man was written by
 - a) David Beaton
 - b) David Ogilvy
 - c) Anthony Good.
- v) If Maharaja = Air India; WiseR = WagonR than Chintamani =
 - a) Vodafone
 - b) Mentos
 - c) ICICI Prudential
 - d) Maruti.
- vi) TAM is
 - a) Target Audience Management
 - b) Total Ambience Matters
 - c) Tied At Media
 - d) Top Advertisement Materials.
- vii) Yatra, Puppetry, Potochitra are
 - a) folk media
 - b) rural art
 - c) rustic communication
 - d) group communication.
- viii) A white paper is a
 - a) company fact sheet
 - b) position a company hold regarding an issue or situation
 - c) background about the company.



- ix) Zoo Zoos is the creation of which of the following advertising agency ?
- O & M
 - JWT
 - Mudra.
- x) The new tagline for Coke is
- Open happiness
 - Youngistan
 - Taste the Thunder.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- What is the purpose of the Client Servicing Department in an Advertising Agency ?
- Give two definitions of public relations.
- Write a note on Budgeting for advertising.
- In India Folk Media plays significant role in communication. Do you agree ?
- What are the steps in planning an ad ?

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Expand on any *two* models of the Advertising communication process :

AIDA, Hierarchy of Effects, Theory of Buyer Behaviour, DAGMAR.
8. Write an essay on the importance of feedback in evaluating advertising effectiveness.
9. Is Advertising an Arts or Science ? Give your views in an essay not exceeding 300 words.
10. What is push strategy and what is pull strategy ? Discuss your answer with examples.
11. About 10 students of your college are being recognised by the UK government for their academic achievement. Prepare a news release format that will allow you to send the story to all the major print media of your city.

