



Name :

Roll No. :

Invigilator's Signature :

CS/BMS(H)/SEM-6/MMS-601C/2013

2013

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) Brainstorming occurs in
 - a) Conceptualization stage
 - b) Copywriting stage
 - c) Art direction stage
 - d) Production stage.
- ii) The father of advertising is
 - a) David Ogilvy
 - b) Piyush Pandey
 - c) Prahlad Kakkar
 - d) Alyquee Padamsee.
- iii) O & M is
 - a) Ogilvy and Mudra
 - b) Oxford and Mudra
 - c) Ogilvy and Mather
 - d) Oxford and Mather.



- iv) Prahlad Kakkar is a famous
 - a) Cartoonist
 - b) Public Relations person
 - c) Journalist
 - d) Advertising person.
- v) Who is the brand ambassador of 'Save the Tiger' project ?
 - a) Sachin Tendulkar
 - b) Priyanka Chopra
 - c) Susmita Sen
 - d) Mahendra Singh Dhoni.
- vi) Mudra Communications Parent Company is
 - a) Reliance
 - b) Tatas
 - c) ITC.
- vii) Zoo Zoos is the creation of which of the following advertising agency ?
 - a) O & M
 - b) JWT
 - c) Mudra.
- viii) Which of the following company in India is the oldest advertising agency ?
 - a) Duttaram
 - b) Mudra
 - c) Satchi and Satchi.



- ix) The concept of bleed n non-bleed is associated with
- Radio jingles
 - TV commercials
 - Hoardings
 - Print Ads.
- x) Alequee Padamsee is a name associated with the field of
- music
 - dance
 - advertising
 - marketing.

GROUP – B

(Short Answer Type Questions)

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

- What are the functions of Headline in an ad ?
- Discuss briefly on Maslow's Hierarchy of needs.
- If you are to advertise for a fertilizer manufacturing company, what are the media you would choose ?
- What is AIDA ?
- Write short notes on DAGMAR.

GROUP – C

(Long Answer Type Questions)

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

- What are the different types of appeals in an ad ? Elaborate with example.
- What is the ideal medium to advertise a cosmetic in rural area ? Why ? $5 + 10$
- Describe an advertising agency with its typical functions.
- What are the different types of ad appeals ? Elaborate with examples.
- Give a detail comparison between Advertising and Public Relations. Which one do you think is more effective and why in various given situations ?

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