



Name :

Roll No. :

Invigilator's Signature :

CS /BMS /SEPARATE SUPPLE /SEM-6 /MMS-601C /2011

2011

ADVERTISING & 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.*

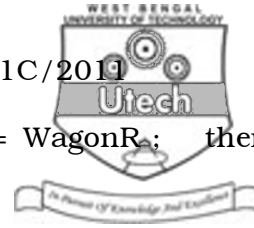
GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) If Madhu Bhandarkar = Films, Leandar Paes = Tennis,
Sam Balsara = ?
- a) Radio Jingle maker
 - b) Advertising Agency owner
 - c) Cricket player
 - d) PR consulatant.
- ii) We read Endless Energy, Infinite Possibilities as the tag
line of
- a) RECL
 - b) CESC
 - c) WEBREDA
 - d) WBSEB.



iii) If Maharaja = Air India ; WiseR = WagonR; then Chintamani =

- a) Vodafone b) Mentos
- c) ICICI Prudential d) Maruti.

iv) Advertising is said to be

- a) a way of life
- b) a paid form of communication
- c) occupying shelf space
- d) initiating transaction against money.

v) Facebook is

- a) Social Media b) Rural Media
- c) Popular Media d) Outdoor Media.

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.

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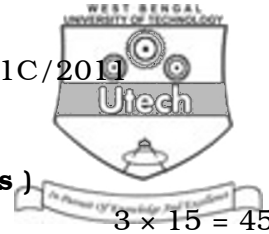
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GROUP – C
(Long Answer Type Questions)

Answer the following.

3 × 15 = 45

5. Kultida Woods, mother of Tiger Woods, has appointed you to prepare his comeback strategy. Derive communication policy as communication consultant on what strategy you would adopt to help him in his rehabilitation process.
6. Indian Youth must join Indian Army. This is the brief you have received from the commander of armed forces. Design an advertisement with proper caption and theme for the print medium. Where would you like the advertisement to appear ?

Design and prepare Public Relations scheme for the Indian Army to be positioned as the protector of the nation.
7. You are a part of the communication team of an organization that manufactures and markets shoes specially designed to withstand waterlogged areas. Allocated budget is 30 lakhs for a period of 6 months. How do you propose to distribute the same ?

Prepare a calendar of expenditure and activities with specific details.
