	Utech
Name :	
Roll No.:	To State of Exemples 2nd Explored
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:

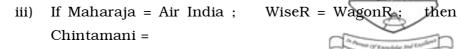
 $10 \times 1 = 10$ 

- 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.

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- 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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viii) Let Public be Damned is a comment from

- a) Barnum
- b) Vanderbilt

- c) Ivy Lee
- d) Sam Black.
- ix) Display advertisements appear in
  - a) specific column
- b) any page
- c) last page
- d) front page only.
- x) The company Selvel is known as
  - a) creative consultants
  - b) hoarding consultants
  - c) media buyers
  - d) kiosk makers.

#### **GROUP - B**

#### (Short Answer Type Questions)

Answer the following.

 $3 \times 5 = 15$ 

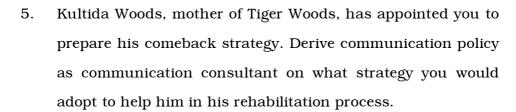
- 2. In Indian Word of Mouth publicity and Folk Media plays more effective role than print media advertisements. State your views with reasons.
- 3. Colour coordination creates visual impact. Support this statement with any two print or audio visual advertisements that you can recall.
- 4. Advertisement concepts and captions reflect contemporary social awareness. Discuss this statement with reference to recent advertisements that have arrested your attention.

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#### **GROUP - C**

## (Long Answer Type Questions)

Answer the following.



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.

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