	Utech
Name:	
Roll No.:	To disease (y' Kanadalay Stall Cooldand
Invigilator's Signature :	

CS/BMS(H)/SEM-6/MMS-601C/2011 2011

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) Aleque Padamsi is a name associated with the field of
 a) Music
 b) Dance
 c) Advertising
 d) Marketing.
- ii) Thank you uncle for donating blood for the Thalassaemia affected. This creates
 - a) Emotional Appeal b) Environmental appeal
 - c) Awareness d) Patriotism.
- iii) is the world's local bank.
 - a) Standard Chartered b) State Bank of India
 - c) HSBC d) World Bank.

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- iv) David Ogilvy is known as the father of
 - a) Advertising
 - b) Public Relations
 - c) Both (A) and (B).
- v) Mudra Communication's parent company is
 - a) Reliance
 - b) Tatas
 - c) ITC.
- vi) AAAI stands for
 - a) All Advertising Associations of India
 - b) Advertising Agencies Association of India
 - c) Advertising Aptitude Analysts of India
 - d) None of these.
- vii) ABC in India stands for
 - a) American Broadcasting Corporation
 - b) Audit Bureau of Circulation
 - c) Advertising Bureau of Communication

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- d) None of these.
- viii) USP stands for
 - a) Unified Sales Proposal
 - b) Unique Sales Pitches
 - c) Unique Selling Proposition
 - d) None of these.





- ix) Yellow Journalism is
 - a) Sensational journalism
 - b) Sponsored writing
 - c) Developmental journalism
 - d) None of these.
- x) INS stands for
 - a) Indian Newspaper Society
 - b) International News gathering Service
 - c) In-film News Service
 - d) None of these.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$

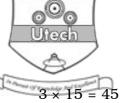
- 2. Discuss the budgeting approaches for advertising.
- 3. Write a brief account about the importance of Press Release.
- 4. Write short notes on the following:
 - a) Web-based advertising
 - b) In-film advertising.
- 5. Who are the types of advertisers who resort to Surrogate Advertising? State examples.
- 6. Write a short note on any one of the following:
 - a) Copy Writer
 - b) Importance of advertising appeals.

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(Long Answer Type Questions)

Answer any three of the following.



- 7. Describe an advertising agency with its typical functions.
- 8. Choose any two advertisements and identify their objectives.

 Do you think it is right?
- 9. What type of advertisement is Jaago Grahok Jaago? What is the purpose of such an advertisement?
- 10. 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.
- 11. 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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