



Name : .....

Roll No. : .....

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 × 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.



- 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
  - 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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**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.

3 × 15 = 45

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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