

**E 3709**



**Reg. No.....**

**Name.....**

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2022**

**Fourth Semester**

B.A. English (Model II) Vocational - Journalism

Vocational Course—PUBLIC RELATIONS AND ADVERTISING

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

1. What is marketing mix ?
2. What is branding ?
3. What is covert advertising ?
4. What are hoardings ?
5. What is direct response advertising ?
6. What is classified advertising ?
7. What is online advertising ?
8. What is e-mail spam ?
9. What are the 4c's in advertising ?
10. What is integrated marketing ?

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. Write a short note on public relations in Government.
12. What are the ethics of public relations ?

**Turn over**





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13. Describe the methods of research and evaluation in advertising.
14. What do you mean by creativity in advertising ?
15. What is the role of Information and Broadcasting Ministry ?
16. What are the features of modern advertising agency ?
17. What do you mean by 'product life-cycle' ?
18. What is Inhouse magazine ?
19. What is content analysis in PR ?
20. What is online advertising ?
21. What is press conference ?
22. What is media plan ?

(8 × 2 = 16)

### Part C

*Answer any **six** questions.  
Each question carries 4 marks.*

23. What are the ethics in public relations ?
24. What are the objectives of public relations ?
25. What are the functions of public relations ?
26. What are the advantages of publicity campaigns ?
27. How will you distinguish between public relations in public and private sectors ?
28. How does an advertising agency function ?
29. What are the functions of advertising ?
30. What is the role of professional agencies in advertising ?
31. What are the socio - economic aspects of advertising ?

(6 × 4 = 24)





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**Part D**

*Answer any **two** questions.  
Each question carries 15 marks.*

32. What are the various media tools used by a PR professional ? Describe the skills required to be an effective PR professional ?
33. What are the different types of advertising ? Discuss.
34. What are the functions and different types of Ad agencies ?
35. Discuss the history and growth of public relations and advertising.

(2 × 15 = 30)

