

YMCA UNIVERSITY OF SCIENCE & TECHNOLOGY, FARIDABAD

M.A. JMC Sem IV (UNDER CBCS)

Advertising & Public Relations JMC-402

Time: 3 Hours

Max. Marks:60

- Note: 1. It is compulsory to answer the questions of Part -1. Limit your answers within 20-40 word in this part.
2. Answer any four questions from Part -2 in detail.
3. Different parts of the same question are to be attempted adjacent to each other.

PART -1

- | | | | |
|----|-----|--|-----|
| Q1 | (a) | Define marketing mix | (2) |
| | (b) | The ultimate objective of marketing is to create "consumer pull". Comment. | (2) |
| | (c) | Write about the qualities of a PR person. | (2) |
| | (d) | Write a short note on house Journal. | (2) |
| | (e) | Differentiate between propaganda and publicity. | (2) |
| | (f) | Differentiate between brand identity and brand image | (2) |
| | (g) | Critically analyse a recent ad that you have watched. | (2) |
| | (h) | Discuss Advertising as a business | (2) |
| | (i) | SWOT analysis for a brand must necessarily be 'unique' to that brand to be meaningful. Explain | (2) |
| | (j) | Brand positioning is what marketing strategy is all about. Discuss. | (2) |

PART -2

- | | | | |
|----|-----|--|------|
| Q2 | (a) | What are the rules of developing healthy relationships with the clients? List out the qualities of great account managers. | (5) |
| | (b) | Describe briefly as many considerations by which you could arrive at market prioritization for the launch of a new brand of premium washing machine by Samsung. | (5) |
| Q3 | (a) | "In today's world, Market Segmentation is often the key to marketing success". Do you agree? | (5) |
| | (b) | What is the role of PR in brand launch? Talk about the phases in detail. | (5) |
| Q4 | | Devise a 360 degree communication strategy for a new brand of luxury car to be launched in India soon by one of the leading industrial houses hitherto not present in the automobile sector. | (10) |
| Q5 | | Discuss AIDA and DAGMAR Models of Advertising. What are the various appeals of advertising? Discuss briefly. | (10) |
| Q6 | | Define ' Publics' in the context of the practice of PR. What would be the publics for a company producing baby food products? Elucidate. | (10) |
| Q7 | | Write short notes on any three of the following-
a) Key elements of a PR Plan
b) Various PR Research Techniques
c) Press Release
d) Crisis Management | (10) |
