

Roll No.

Total Pages : 2

772305

December, 2022

MA (Eng.) III Semester

Advertising and Public Relations (A-OEC)

Time : 3 Hours]

Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

Short Answers (75 words) :

1. (a) Name any *two* top Ad/PR agencies and write a brief on any *one*. (1.5)
- (b) A Social Media Toolkit. (1.5)
- (c) What are Cookies and Pop-Ups? (1.5)
- (d) Niche Market. (1.5)
- (e) Backgrounder. (1.5)
- (f) Lobbying. (1.5)
- (g) Brand personality. (1.5)
- (h) Expand DAGMAR. (1.5)

772305/25/111/264

[P.T.O.]

- (i) Propaganda. (1.5)
(j) Crisis Management. (1.5)

PART-B

2. (a) What do you understand by the marketing mix? What are its 4 Ps? Illustrate. (10)
(b) Discuss the Advertising Spiral. (5)
3. (a) Elaborate on any 5 functions of advertising. (5)
(b) Reflect on the history of advertising. (10)
4. Referring to Grunig and Hunt, discuss the symmetric and asymmetric theories of PR. (15)
5. (a) Discuss some 'types' of brand names. (5)
(b) You are about to launch a product. How would you build a brand identity for it? (10)
(**Hint** :Think of beverages/winter wear /accessories/ cars/ music systems /everyday items).
6. (a) Compare Print and Electronic Advertising. (10)
(b) Comment on the negative or flip side of advertising. (5)
7. Discuss the AIDA Model and its development into the DAGMAR model. (15)