

(Pages : 3)

S – 5861

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, November 2023

First Degree Programme under CBCSS

Double Main Programme

English and Media Studies

ENM 1442 : PUBLIC RELATIONS AND ADVERTISING

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the questions, each in **one** or **two** sentences.

1. Edward L Burneys
2. "Janapatham"
3. Open House
4. PIB
5. Corporate image
6. Public opinion
7. Press visit
8. RNI
9. Display ads
10. Logo

(10 × 1 = 10 Marks)

P.T.O.



II. Write short notes not exceeding **60** words, on any **eight** of the following:

11. PRSI
12. ASCI
13. Media mix
14. Consumer ads
15. Piyoosh Panday
16. PSA
17. Outdoor ads
18. Story board
19. Target audience
20. Branding
21. Advertorial
22. Internet ads

(8 × 2 = 16 Marks)

III. Write short essays, each not exceeding **120** words, on any **six** of the following:

23. Write a script for a 35 second TV ad on a new product of your choice.
24. Critically evaluate your view points about an ad of your choice.
25. What are the major effects of advertising on society?
26. Explain the structure of an ad agency.
27. What are the qualities of a PRO?



28. Define corporate communication.
29. What are the major functions of PR?
30. What are the major professional organizations of PR?
31. What are the principles of advertising copy writing?

(6 × 4 = 24 Marks)

IV. Write long essays, each not exceeding **500** words, on any **two** of the following:

32. Critically evaluate the growth and development of advertising in India.
33. Discuss in detail the tools of corporate communication.
34. Explain the characteristics and functions of a full service advertising agency.
35. Discuss the various types of advertising with suitable examples.

(2 × 15 = 30 Marks)



St. Xaviers College Library