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Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, November 2022

First Degree Programme under CBCSS

Double Main Programme

ENGLISH AND MEDIA STUDIES

Core Course

ENM 1442 : PUBLIC RELATIONS AND ADVERTISING

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Explain **all** the following, each in **one** or **two** sentences.

1. Ivy Lee.
2. "Kerala Calling".
3. House journal.
4. DAVP.
5. USP.
6. Corporate Identity.
7. Brochure.
8. Lobbying.
9. Hand out.
10. Announcement release.

(10 × 1 = 10 Marks)

P.T.O.



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

11. Classified ads.
12. Jingle.
13. Slogans.
14. Alyque Padamsee.
15. Mobile phone ads.
16. Ad agency.
17. Advertising.
18. Public relations.
19. Propaganda.
20. IPRA.
21. Trademark.
22. Crisis news release.
23. Brand ambassador.
24. Press kit.
25. Facility visit.
26. Customer relations.

(8 × 2 = 16 Marks)

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

27. Explain the code of ethics in PR.
28. What are the functions of PR?



29. What are the major differences between advertising and public relations?
30. What are the concepts of corporate identity?
31. Explain spin doctoring and image engineering.
32. What are the functions of advertising?
33. Explain an ad campaign of your choice.
34. Explain the major professional organizations in advertising.
35. What are the major elements of an Ad copy?
36. Explain a detailed PR campaign report of your choice.
37. Explain in detail the tools of PR.
38. What are the functions of corporate communication?

(6 × 4 = 24 Marks)

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

39. Explain in detail the origin and growth of PR in India.
40. What are the stages of a PR campaign? Explain in detail.
41. What is an advertising campaign? Explain with examples.
42. Explain the characteristics of CSR.
43. Explain crisis management with suitable examples.
44. What are the steps in advertising process? Explain with examples.

(2 × 15 = 30 Marks)



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