

Roll No.

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Total No. of Pages : 01

Total No. of Questions : 08

M.A.(JAMC) (2018 & Onwards) (Sem.-1)
ADVERTISING & PUBLIC RELATIONS
Subject Code : MAJMC-104-18
M.Code : 75311

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **UNIT I, II, III & IV contains TWO questions each.**
2. **Attempt any FIVE Questions in all, selecting atleast ONE question from each Unit.**
3. **Each question carries TWELVE marks.**

UNIT-I

1. What is marketing mix? Explain the role of advertising in marketing mix.
2. Explain the functions of advertising agencies.

UNIT-II

3. Describe PR concept. Explain the principles of Public Relations.
4. Explain the PR set up for state government.

UNIT-III

5. Discuss the importance of social marketing.
6. What do you understand from media briefing process? Discuss in detail.

UNIT-IV

7. Explain the Public Relations process for external public.
8. Describe the basic principle of government publicity.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.