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# M.A.(JAMC) (2018 Batch) (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. Discuss the scope of advertising in rural India.
- 2. Write a short note on:
  - a) Publicity
  - b) Sales promotion

#### UNIT-II

- 3. Define Advertising Agency. Discuss various functions of an AD agency.
- 4. Explain the working of an AD agency in detail.

## **UNIT-III**

- 5. Discuss Excellence theory of Public relations in detail.
- 6. Write notes on:
  - a) Principles of PR
  - b) Writing a press release
  - c) Ghost writing

#### **UNIT-IV**

- 7. Describe the structure and functioning of central and state government PR department.
- 8. Discuss the need for publicity by the government. Also explain the tools used by government PR department.

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.

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