

(6 pages)

Reg. No. :

Code No. : 10545 E Sub. Code : CAVC 31

B.Sc.(CBCS) DEGREE EXAMINATION, APRIL 2023.

Third Semester

Visual Communication — Allied

ADVERTISING AND PUBLIC RELATIONS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. _____ allows prospect to respond directly to the advertiser rather than going through a retailer or other middlemen.
- (a) Direct advertising
(b) Indirect advertising
(c) Instant advertising
(d) Mixed response advertising

2. _____ is the outer shell of the advertisement, which should be attention grabbing, attractive and interesting to your customers.

- (a) Message design
(b) Physical design
(c) Transformational Advertising
(d) Informational advertising

3. Internal and external relations should be _____.

- (a) separate (b) divide
(c) unrelated (d) blended

4. _____ is a combination of marketing functions, including advertising, used to sell a product.

- (a) Sales promotion (b) Marketing mix
(c) Public relations (d) New advertising

5. Account service are also called as _____.

- (a) Client services (b) Public services
(c) Company services (d) Promotional service

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6. The main PR activities are
- (a) Exhibitions and publicity
 - (b) Sponsorship and publicity
 - (c) Lobbying and literature
 - (d) Publicity and event management
7. Which of the four PR models set out below (Grunig and Hunt) is used by most by practitioners?
- (a) Symmetric
 - (b) Public information
 - (c) Asymmetric
 - (d) Press agency
8. Which of the following is not a function of PR department?
- (a) Selling
 - (b) Lobbying
 - (c) Product Publicity
 - (d) Counselling
9. A written outline of a radio or broadcast about a client is _____.
- (a) Proposal
 - (b) Transcript
 - (c) Report
 - (d) Copy
10. In public relations targeting, external audiences include:
- (a) Customers
 - (b) The public at large
 - (c) Suppliers
 - (d) Stockholders

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Define Marketing with its importance.

Or

- (b) What is the role of advertising in social change?

12. (a) What is branding?

Or

- (b) What is web advertising?

13. (a) What are the latest trends used by advertising agency for advertisements?

Or

- (b) Detail the functions of advertising campaign.

14. (a) Write short notes about the history of public relations.

Or

- (b) What are the code of ethics followed in PR agency?



15. (a) What is a press release and its importance?

Or

(b) What is propaganda?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Advertising in India has built an astonishing awareness among the people in the past decade. Justify the statement with examples.

Or

(b) Explain the functions of advertising in society.

17. (a) Detail various stages in product life cycle with its importance.

Or

(b) Explain the importance of brand image with its types.

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18. (a) Discuss in the latest strategies used by advertising agency in ad film making?

Or

(b) Elaborate various steps from conception to execution in advertising campaign.

19. (a) Detail the role and qualities of a Public relations officer.

Or

(b) Explain the role and responsibilities of public relation officer in Government Organization.

20. (a) Explain various strategies used in Public Relation.

Or

(b) Press conference is important tool in getting your message out to the general public. Justify with examples.

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