

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

Third Semester

Visual Communication — Allied

ADVERTISING AND PUBLIC RELATIONS

(For those who joined in July 2021-2022)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The effectiveness of advertising is improved through \_\_\_\_\_
  - (a) Ad tracking
  - (b) Marketing research
  - (c) Advertising research
  - (d) Copy testing

2. The \_\_\_\_\_ is the foundation of any advertising or marketing campaign.
  - (a) Research
  - (b) Target segmentation
  - (c) Creative brief
  - (d) Media planning
3. An agency can also handle overall advertising and \_\_\_\_\_ strategy and sales promotions for its customers.
  - (a) Brand management
  - (b) Brand
  - (c) Product placement
  - (d) Advertising.
4. \_\_\_\_\_ is quoted as saying that "everyone lives by selling something."
  - (a) Bill Gates
  - (b) Robert Louis Stevenson
  - (c) Arthur Miller
  - (d) Henry Ford

5. Which of the following are agency personnel who undertake investigation to support a campaign?
  - (a) Research Manager
  - (b) Account manager
  - (c) Media Director
  - (d) Account planner
6. \_\_\_\_\_ is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.
  - (a) Mass marketing
  - (b) Market segmentation
  - (c) Market targeting
  - (d) Market positioning
7. \_\_\_\_\_ is an interview given to journalists by a prominent person in order to make an announcement or answer questions.
  - (a) Press conference
  - (b) News release
  - (c) Audio launch
  - (d) None of the above

8. Public Relations Society of India (PRSI) is the national association for \_\_\_\_\_.
  - (a) Media buyers
  - (b) Journalist
  - (c) Government executives
  - (d) PR practitioners
9. A short and striking or memorable phrase used in advertising is called \_\_\_\_\_.
  - (a) Logo
  - (b) Slogan
  - (c) Brand Image
  - (d) Sign
10. Public relations activities are \_\_\_\_\_ oriented.
  - (a) Agency
  - (b) Advertisers
  - (c) Public
  - (d) Customers

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define Advertising. List out the objectives of advertising.
- Or
- (b) Explain the Role of Advertising in Marketing Mix.

12. (a) Explain the significance of 'Branding' in the marketing context.

Or

- (b) Define Advertising Campaign. Describe the process of an advertising campaign.

13. (a) Explain the concept of an advertising agency.

Or

- (b) Describe the social, economic and legal implications of advertising.

14. (a) Analyse the press relations with PR department of an organisation.

Or

- (b) Briefly explain the growth of Public relation in India.

15. (a) Explain the role of Trade Fair Authority of India in public relations,

Or

- (b) What is Publicity? How Publicity is different from Public Relations?

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19. (a) PR is not about increasing profits. It is about building goodwill and image management. Expand.

Or

- (b) What is corporate social responsibility and why is it important for organizations?

20. (a) Discuss the roles and responsibilities of a Government Public Relation Officer.

Or

- (b) Outline the various technologies used for effective public relation.

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SECTION C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the concept of "Unique Selling Proposition" (USP) in advertising. Provide an example to illustrate its importance.

Or

- (b) Trace the historical evolution of advertising from its origins to the modern digital era.

17. (a) Describe the process of "Market Segmentation." How does market segmentation contribute to effective targeting and positioning of products?

Or

- (b) Describe the AIDA model in advertising and explain its relevance in designing persuasive advertising messages.

18. (a) Define "Corporate Advertising" and "Promotional Advertising." Compare and contrast these two types of advertising.

Or

- (b) Define public relation in today's context. Also explain its role in a department like women and child welfare.

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