**TU/ CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2020**

**MMC 103: ADVERTISING AND PUBLIC RELATIONS**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks for the individual questions.*

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1.Answer the following questions briefly: 2x5=10

1. What is consumer advertising? Give examples.
2. What are the two elements of “Affective” domain in the Hierarchy of Effect Model of advertising?
3. What is Steady Pulse media scheduling? Give example.
4. Name two books written by Edward Bernays who is recognised as pioneer of Public Relations.
5. Who are the internal and external publics in public relations?

2. Answer the following questions: 5x6=30

1. Discuss the different types of advertising with examples.
2. What is market segmentation? Explain different categories of market segmentation.
3. Discuss the different appeals in advertising with examples.
4. Explain the significance of community relation in corporate organisation.
5. What is the role of a Public Relation Officer in a crisis situation of an organisation?
6. Explain the Stimulus Response Theory within the context of advertising and consumer behaviour.

3. Answer **any three** of the following questions: 10x3=30

1. Explain the different elements of an advertising copy.
2. Critically discuss different ethical issues in advertising and give examples for your argument.
3. Explain the different elements of a press release.
4. “Media is indispensable for public relation”. Explain this statement giving appropriate arguments and examples.

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