

Unique Paper Code : 11011307  
Name of the Paper : Advertising and Public Relations CBCS under LOCF  
Name of the Course : Journalism (CBCS)  
Semester : III  
Duration : 3 hours  
Max marks : 75

Time Limit: 3+1 (one hour reserved for downloading of question paper, scanning and uploading of answer sheets)

**Instructions for candidates**

Attempt any three questions.

All questions carry equal marks.

Answers to be written in 750-1000 words

Write your University roll no., name of course & Title of the paper on your answer sheet.

Sign at the bottom of each page of your answer sheet.

1. Describe the functions and organizational structure of an advertising agency by highlighting the role of each department in the organization.
2. Explain the functions and scope of advertising. What are the ethical codes set out for advertisers by ASCA?
3. What do you understand by Publics in PR? Discuss the various media tools and strategies to reach out to the different publics.
4. What do you understand by crisis in PR.? Discuss the strategies that can be used by a PR professional to manage a sustained crisis.
5. The IMC approach has brought about a revolution in marketing. Discuss. Explain the principles and barriers in the implementation of IMC.
6. What is an advertising campaign? Describe in detail the steps involved for an advertising campaign on promoting health safety measures during the pandemic.