



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR AUTUMN 2021 AND SPRING 2022

SEMESTER END EXAMINATION

Course Name- Advertising and Public Relations

Course Code- MMC 103

Full Marks= 30

1. Find out two print advertisements for each following appeal of advertising and identify the 'type of advertisement' and 'target audience' of the selected print advertisements. (Paste the printed advertisements on A4 size papers).

- a) Emotional Appeal
- b) Fear Appeal
- c) Moral Appeal
- d) Sex Appeal

2. Explain the significance of Corporate Social Responsibilities (CSR) in public relations. Write on some CSR initiatives taken by different private/public sector organisations in India.

***NB:** Answers to both the questions are to be written separately in different copies.
