



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2025

Course Name- ADVERTISING AND PUBLIC RELATIONS

Course Code- MAMCD / MMC 103

Full Marks= 30

Answer the Following Questions:

15x2=30

Assignment 1: Ad Analysis and Critique

Instructions:

- Choose any one print, television, or digital advertisement of any product, service or idea.
- Write a 1,500-word analysis covering the following:
 - Target audience and segmentation strategy
 - Advertising appeal used (emotional, rational, etc.)
 - Creative strategy (message, copy, visual elements, music etc.)
 - Effectiveness of the ad (clarity, impact, cultural sensitivity)
- Include a screenshot or link to the advertisement at the beginning of the assignment.

Assignment 2: Press Release Writing

Instructions:

- Imagine a new company being launched (It can be any product/ service of your choice)
- Write a press release (approx. 500–700 words) announcing its launch.
- Follow standard press release format (headline, lead, body, contact information etc).
- Include quotes from company representatives.
- The press release should be on the company letterhead (Create a simple letterhead that displays the company's name and logo)

NB: All questions as per instruction are to be mandatorily attempted.
