



Centre for Open and Distance Learning(CODL) Tezpur University

MMC 103

Advertising and Public Relations

Assignment Spring 2018

1. Conduct an 'ad recall' survey in your neighbourhood on toothpaste advertisements. Include at least 35 respondents. See which advertisements they remember the most. Make a connection between the toothpaste brand they use at home and the 'ad recall'. If there is no connection, ask why they buy the brand they do. Present your findings of the survey. (15 marks)
2. What do you mean by Community Relations? Visit any Public Sector Undertaking (PSU) in the state and find out about their Community Relations activities. (15 marks)