**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2023**

**MMC/MAMCD 103: ADVERTISING AND PUBLIC RELATIONS**

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

*The figures in the right-hand margin indicate marks*

*For the individual question*.

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1. Write short notes: 2x5=10
2. AIDA
3. Media Planning
4. Market Segmentation
5. Advertising Copy
6. Crisis Communication
7. Answer **any six** of the following: 10x6=60
8. Describe the creative process in advertising, focusing on idea generation, creative approaches, and copywriting principles.
9. Explain the functions and structure of advertising agencies. What are the different types of advertising agencies, and how do they interact with clients and media to execute advertising campaigns successfully?
10. Evaluate the functions and responsibilities of PR agencies, including client servicing and the structure of PR agency teams.
11. Evaluate the impact of digital and social media advertising on consumer behaviour. How do advertisers leverage digital platforms to engage with their target audience and drive brand awareness and sales?
12. Analyse the role of apex bodies such as IPRA and PRSI in regulating and promoting ethical practices in public relations.
13. Advertising and public relations are integral components of a company's communication strategy. Analyse the similarities and differences between advertising and public relations in terms of objectives, target audience, message delivery, and measurement of effectiveness.

P.T.O.

1. Analyse how advertisers influence consumer decision making with the application of the theory of reasoned action and hierarchy of effects model.
2. Analyse the strategies used by PR practitioners to achieve communication objectives concerning media relations, community engagement, and influencer partnerships.

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