TU/CODL/MMC/SPR/2017

TEZPUR UNIVERSITY
Semester End Examination (Spring) 2017
MMC 103: ADVERTISING AND PUBLIC RELATIONS

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

All questions are compulsory. Please read the questions carefully before answering. Entire answer to a question should be given together.

1. **Briefly discuss the following in about 50 words each.** 2 x 5 = 10
   a. Logo
   b. Trade Advertising
   c. USP
   d. Ideation
   e. Media alerts

2. **Write short notes on *any five* of the following in about 150 words each:** 5 x 5 = 25
   a. Community Relations
   b. 4 Ps of Marketing
   c. Market segmentation
   d. DAGMAR
   e. Client Servicing
   f. Surrogate Advertising
   g. Press conference
   h. Consumer Behaviour
   i. AAAI
   j. PRSI

Answer *any five* of the following in about 250-300 words each: 7 x 5 = 35

3. What are the different types of advertising? Explain with examples.
4. Define the term media relations. Discuss the various tools and techniques of media relations.
5. What is ASCI? Discuss its mission and objectives.
6. What is Public Relations? Discuss the functions of Public Relations.
7. Explain the Hierarchy of effects model of advertising.
8. Discuss the role of issue management in government relations.

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