**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2017**

**MMC 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. Briefly discuss the following (in about 50 words) **2x5=10**
2. B2C Advertising
3. Outdoor advertising
4. DAGMAR
5. Press Release
6. House Journal
7. Write short notes on the following (in about 150-200 words) **5x6=30**
8. Press Conference
9. Social Responsibility in advertising
10. Advertising appeals
11. PR tools
12. Advertising agency
13. Internal and External publics
14. Answer **any three** of the following (in about 500 words) **10x3=30**
15. Define advertising as described by the American Marketing Association. Discuss the characteristics of advertising with the help of the key terms given in the definition.
16. Write a note on the evolution of Public Relations in India.
17. Discuss in detail the different elements of an advertising copy. Which, according to you, is the most important element and why?
18. What do you understand by the term market segmentation? What is the need for market segmentation? What are the customer characteristics based on which market segmentation is done?
19. What is Crisis Communication? Explain the role and function of PRO during crisis in organisations/ industries.

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