**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2019**

**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. Answer the following shortly: 2x5=10

1. AIDA
2. Advertising layout
3. Ethics in advertising
4. Press conference
5. Public Relations Agency

2. Write short notes on **any three** of the following in about 200

words each: 7x3=21

1. Stimulus Response Theory
2. Advertising Standards Council of India
3. Public Relations Society of India
4. Corporate Social Responsibility
5. Media Relations

3**.** Attempt **any three** of the following in about 450-500 words

each: 13x3=39

1. Trace the evolution and growth of advertising in India.
2. Hierarchy of Effects model acts as a conceptual tool to predict consumer behaviour. Comment.
3. What is copywriting? Explain the principles of copywriting.
4. Discuss the structure and functions of a Public Relations Department of a Public Sector Undertaking.
5. What is crisis communication? What is the role of Public Relations during crisis?

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