**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2022**

**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. 2x5=10
2. What is the difference between direct action and indirect action advertising?
3. What is Rational Appeal in advertising? Give one example,
4. Mention the elements of an advertising copy.
5. Who are the external and internal publics in Public Relations?
6. Name two leading advertising agencies in India.
7. Answer the followings- 6X5:30
8. Discuss the significance of different functions of Public Relations in an organisation.
9. “Understanding consumer behaviour in marketing is important”, Give your arguments for this statement.
10. Distinguish between coverage and frequency. What are the different strategies of media scheduling?
11. Analyse the factors of a symbiotic relationship between media and public relations.
12. What are the different techniques of maintaining community relations for an organisation?
13. Answer the following in details 10x3=30
14. Explain the different functions of an account department in an advertising agency.
15. “Consumer respond to an advertising message in a very ordered way”- discuss this statement with reference to the Hierarchy of Effect Model.
16. Explain the process of market segmentation as a marketing strategy in advertising. Why is it important for an effective advertising campaign?