**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2020**

**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 questions shortly- 2x5= 10

1. What is recurrent pulse? Give example.
2. What is Op-Eds?
3. Hierarchy of Effects model explains the causal relationship from\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_and from \_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_.
4. What is symmetrical balance in an advertising layout?
5. The functions of public relations are to inform, to\_\_\_\_\_\_\_\_\_\_ and to create \_\_\_\_\_\_\_\_\_\_\_\_\_\_understanding. (Fill up the blank).

2. Answer the following questions- 5x6= 30

1. Discuss the different types of media buying schedule for advertising.
2. Explain the significance of market segmentation as a strategy in advertising.
3. What is the difference between consumer advertising and trade advertising? Explain it giving examples of television commercials.
4. Identify the different elements of the advertising copy given in ***Annexure I*** and attach the same with your answer script.
5. Write an advertisement script for a cosmetic product for men/women.
6. Write the meanings of coverage, frequency and TVR in advertising. Explain the relationship among these three.

2. Answer the following questions- 10x3=30

1. Explain the different appeals used in advertising giving examples of current television commercials.
2. Discuss the principles of writing television advertisement.
3. What is corporate social responsibility (CSR)? Why are the CSR activities important for an organisation? Give examples of some CSR activities by any public sector undertaking (PSU).

**P.T.O.**

**ANNEXURE I**

**(*Attach this Annexure I with your answer script)***

