

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

VI SEMESTER B.A. EXAMINATIONS - APRIL 2019

ADVERTISING AND PUBLIC RELATIONS

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Write short notes on any TEN of the following questions. (10x2=20)

1. Meaning of Advertising.
2. Press Release
3. PSAs
4. Ad illustration
5. Ad agency
6. Political advertising
7. Product advertising
8. Outdoor advertising
9. Print advertorials
10. Stereotyping in advertisements
11. Puffery advertising
12. Internet Advertising

SECTION - B

II) Answer any SIX of the following questions. (6x5=30)

13. Discuss the functions of PR.
14. Write a detailed note on nature of advertising.
15. What is the need for a press conference? Explain.
16. Explain principles of PR.
17. Discuss the nature of Public Relations.
18. What is the organizational set up of an ad agency?
19. What are the different elements in advertising?

SECTION - C

III) Answer any TWO of the following questions. (2x10=20)

20. Trace the evolution of advertising.
21. Reflect on the role of ethics in Advertising and bring to light relevant examples in India.
22. Write a detailed note on the evolution of Public Relations in India.