

**ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)**  
**VI SEMESTER B.A. EXAMINATIONS APRIL 2018**

**ADVERTISING AND PUBLIC RELATIONS**

**Duration: 2.5 Hours**

**Max. Marks: 70**

**SECTION - A**

**I) Answer any TEN of the following questions. (10x2=20)**

1. Media Buying
2. Advertorial
3. Outdoor Ads
4. Public Service Announcements
5. PRO
6. Coffee Cup Advertising
7. Consumer generated Advertising
8. Advertere
9. Classified Advertising
10. Public Relations
11. Press Advertising
12. PRSI

**SECTION - B**

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

13. What are the various qualities of good Advertisement? Explain.
14. Differentiate between Advertising and Public Relations.
15. Elucidate the merits and demerits of advertising.
16. Analyze the nature and scope of Public Relations.
17. Write short notes on:
  - a. Press Release
  - b. Press Conference
18. Trace the origin and development of advertising in India.
19. Explain any five tools of PR.

**SECTION - C**

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

20. What is advertising? What are its types? Explain.
21. Discuss the duties and responsibilities of PR personnel in management functioning.
22. Explain the structure and function of ad agency with a diagram.