

SUBJECT CODE : PR/PC/AR14

M. A. DEGREE EXAMINATION, NOVEMBER 2007
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE
PAPER : ADVERTISING FOR PUBLIC RELATIONS
TIME : 3 HOURS

MAX. MARKS : 100

SECTION – A

Answer all questions in not less than 50 words :

10 x 2 = 20

1. Is Advertising a part of marketing or communication. Why?
2. What is a baseline? Give two examples.
3. What is the brand personality of Surf detergent. Describe using five adjectives.
(Ex:-motherly, trusted etc.)
4. Name two media types to target retired people.
5. Name three brands that have successfully marketed themselves in rural areas.
6. Name three social networking sites. Can they be used for advertising or PR? By whom?
7. Is AIDS a brand? Explain how and why?
8. If an ad offends you, who would you complain to?
9. What is Integrated Marketing Communication?
10. Your favourite movie is on TV, along with several ad breaks! In such a case, do you think advertising is effective or does it increase fatigue value?

SECTION – B

Answer any five questions in not less than 250 words :

5 x 8 = 40

11. Describe a traditional ad agency. Has the structure evolved in recent times?
Which department would you like to work in and why?
12. Company X faces a dilemma. They own a very popular brand of soap and several lesser known brands. To achieve higher growth, should they promote their brands or themselves? Link your answer to product vs. corporate brand.

13. Your client (maker of childrens' snakes) wants to sign Mahendra Singh Dhoni as brand ambassador. Your recommendation? What are the advantages or otherwise of using celebrities?
14. You have been given the task of selling a beauty product in villages/small towns. What media would you use & why?
15. Choose any social cause that is relevant today. Write an advertising brief to promote its awareness. Give clear reasons for your choice of target audience and positioning of the issue.
16. Name any two ads you have seen recently which you think exploit children and explain why you think so.
17. Your client, a market leader in FMCG goods, has taken a beating in recent times because of a huge MNC's entry into the market. Suggest a 10-point programme to improve your company's corporate brand image.

SECTION – C

Answer any two questions in not less than 1000 words :

2 x 20 = 40

18. Giving examples, discuss the role of women in advertising as target audience. Also, analyse new products targeted at women and changing imagery of women in advertising. Give examples.
19. Write out an advertising strategy and create a press layout for a brand of cell phone. Target: Young professionals, age: 20-35 yrs.
20. Should fairness creams be allowed to advertise? Answer in conjunction with ethics in advertising and social causes.
21. Your company has just been responsible for a terrible accident causing destruction and loss of human life. You have been called for an emergency meeting. What sort of integrated advertising / PR campaign would you suggest?

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