

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2019 – 2020 & thereafter )**

**M. A. DEGREE EXAMINATION, APRIL 2024**  
**PUBLIC RELATIONS**  
**FOURTH SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : ADVERTISING IN PUBLIC RELATIONS**  
**SUBJECT CODE : 19PR/PE/AP15**  
**TIME : 90 MINUTES** **MAX. MARKS: 50**

**SECTION – A**

**ANSWER ALL QUESTIONS : (3 X 2 = 6)**

1. Define Advertising
2. What is Ad copy?
3. Write on Sponsored stories.

**SECTION – B**

**ANSWER ANY 3 QUESTIONS IN NOT LESS THAN 250 WORDS: (3 X 8 = 24)**

4. Elaborate on Functions of Advertising in Image and Reputation Management
5. Write on Advertising Appeals.
6. What are the roles and skills of a copywriter?
7. Elucidate on writing for television commercials
8. Explain on mobile advertising.

**SECTION – C**

**ANSWER ANY ONE QUESTION IN NOT LESS THAN 1000 WORDS:**

**(1 X 20 = 20)**

9. Write on the Advertising laws in India
10. Elaborate on the Types of Ad agencies.

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