

M. A. DEGREE EXAMINATION, NOVEMBER 2008
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. Differentiate between Publicity and advertising.
2. What is a creative brief?
3. Identify the brands that have the following taglines:
 - a) Sense and Simplicity
 - b) Eat healthy think better.
4. Explain the term USP.
5. What are ambient media? Give two examples.
6. What are Public Service Advertisements?
7. What is rural advertising? Illustrate with two examples.
8. What is celebrity advertising?
9. What is an advertorial?
10. Explain the term logo.

SECTION – B

Answer any five questions in not less than 250 words:

5 x 8 = 40

11. What do you understand by advertising creativity? Describe.
12. What are the factors that contribute to the success of a brand?
13. Analyze any two-grass root concerns that have to be addressed by rural advertising.
14. Describe how cause related marketing could be done for bride burning and female foeticide or drug addition and alcoholism.

15. What is image and reputation management? Illustrate.
16. Compare and contrast good and bad uses of advertising.
17. Discuss the legal & social issues in advertising.

SECTION – C

**Answer any two questions in not less than 1000 words:
40**

2 x 20 =

18. What is branding? Explain the factors contributing for a successful brand.
19. How can a sensitive subject like HIV–AIDS be handled through an advertising campaign? Illustrate
20. Examine the need for social service advertising in India.
21. Examine the integration of advertising and Public Relations for effective utilization by any organization.
