

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2012 – 13 & thereafter)

SUBJECT CODE: 12PR/PE/AR14

M. A. DEGREE EXAMINATION, NOVEMBER 2013
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : ELECTIVE

PAPER : ADVERTISING MANAGEMENT

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Define Multiple Branding.
2. What is a Logo?
3. What are the qualities of a good slogan?
4. What is Bait and Switch Advertising?
5. What are teasers? Give examples.
6. What is the difference between advertisements and announcements?
7. Define hard-sell advertising?
8. Define advertising Appeals with example.
9. Define Media Campaign.
10. Define viral marketing.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS :(5 X 8 = 40)

11. Explain in detail why regional advertising is important and what are the challenges involved in creating regional business advertising.
12. Discuss in details the role and functions of advertising within the society.
13. Outline brief history of advertising agencies in India.
14. List various types of outdoor advertising and describe their advantages and disadvantages of such advertising.
15. Explain the elements of an Ad. Copy.
16. Elaborate on the best practices if health PR with examples.
17. What are the trends in “ Celebrity Management Services” in India with suitable examples.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 x 20 = 40)

18. Outline the creative process in developing commercials and describe the steps involved in generating creative ideas.
19. What is corporate communication? Describe the role of corporate communicator and explain steps taken to strengthen the internal communication of an organisation.
20. Define campaign and suggest why one needs to advertise in terms of a campaign?
21. Discuss in detail the key elements of successful public relation.
