

**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 2014**  
**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. What are advocacy ads?
2. Define creativity.
3. What is a brand image?
4. List the principles of good design.
5. What is brand stretching?
6. Mention few alternate medium to reach rural masses?
7. Define appeals.
8. What is a copy?
9. What is public relation?
10. What is a campaign?

**SECTION – B**

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

11. Explain in detail the process of creating and maintaining a brand.
12. Describe the steps involved in generating creative ideas.
13. What are the functions of advertising within the society?
14. Explain the elements of an Ad. Copy.
15. Explain in detail various ethical issues in advertising.
16. What is corporate identity? How does a company establish its corporate identity?
17. List various types of outdoor advertising and describe its advantages.

**SECTION – C**

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

18. Explain in detail the need for PR in the film industry.
19. Assume that you are launching a campaign for “Clean India”, provide an advertising strategy to promote the concept and identify a positioning statement.
20. What are different text and visual elements of an ad copy?
21. A campaign cannot take off without proper research- Elucidate.

**\*\*\*\*\***