STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2009 - 10)

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SUBJECT CODE: PR/PE/AR13

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M. A. DEGREE EXAMINATION, NOVEMBER 2009
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 the functions of advertising?

2.   Differentiate between advertising & PR.

3.   Differentiate between corporate Brand and corporate identity.

4.   What are jingles?

5.   What is ambient & alternative media?

6.   Define Advertising campaign.

7.   What does the term Investor Relations imply?

8.   What is corporate advertising?

9.   What does the term "brand" imply?

10.   What is a thumbnail?

SECTION – B

Answer any five questions in not less than 250 words: 5 x 8 = 40

11.   Examine the web as a potential medium of advertising.

12.   Analyse any two social brands in India.

13.   Highlight some of the ethical issues in advertising.

14.   What is a Logo? How does it contribute towards effective branding?

15.   What is social service marketing (cause - related) What is its relevance in
      India.

16.   Comment on the trend on advertising to children.

17.   What is the role of PR in corporate brand building?

18.   What is the creative brief?

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SECTION – C

Answer any two questions in not less than 1000 words: **2 x 20 = 40**

19. Evaluate the role of the PR in non profit sector.

20. Dwell on the structure and functions of an advertising agency. What is the role of creative team.

21. Discuss the emergence of CSR and its relevance to corporate branding.

22. "A strong brand is the result of effective planning" – Comment.

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