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MJM-024

**M. A. in Journalism and
Mass Communication (MAJMC)
Term-End Examination
December, 2018
MJM-024 : ADVERTISING AND PUBLIC
RELATIONS**

Time : 3 Hours

Maximum Marks : 60

Note : Attempt any *five* questions. All questions carry equal marks.

1. What is Integrated Marketing Communication ?
Explain its elements with examples.
2. Differentiate between the following :
 - (a) Advertisement *vs.* Public Relations
 - (b) Publicity *vs.* Propaganda
3. What are Advertorials ? Why have they become an Integral part of newspapers these days ?
4. Describe the structure of an advertising agency, specifying the roles of its various departments.

(A-3) P. T. O.

5. Trace the history of Public Relations in India. Highlight the current P. R. trends.
6. "With the advent of Social Media, the line between advertising, P. R. and publicity has blurred." Give your views on this statement with suitable examples.