

**MA (JOURNALISM AND MASS
COMMUNICATION) (MAJMC)**

Term-End Examination

December, 2021

MJM-029 : ADVERTISING AND PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

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

1. Why is Audience Segmentation necessary to design an advertising campaign ? Discuss in detail, Demographic, Psychographic and Behavioural Segmentations. 5+5+5+5

2. Discuss in detail the functioning of any two departments of an advertising agency. 2×10

3. Give a detailed account about the methodology of any **two** of the following : 2×10
 - (a) Consumer Jury
 - (b) Focus Groups
 - (c) Recall Tests
 - (d) Purchase Behaviour Tests

4. What are the functions of Media Planning ? Discuss the important criteria of developing an effective Media Plan. *10+10*

 5. Discuss in detail about any four techniques used to reach out and communicate with the Internal Publics by an organisation. *4×5*

 6. What is the importance of Research in Public Relations ? Discuss the various research methods employed while designing a PR campaign. *10+10*

 7. What do you understand by Celebrity Management ? Discuss any one of your favourite Celebrity Management Campaigns from the recent times and your learnings from this case. *10+10*

 8. What is the concept of Corporate Social Responsibility ? Discuss the history and emergence of CSR in India, focusing on its present status with suitable examples. *10+10*
-