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**MJM-029**

**M. A. IN JOURNALISM AND MASS  
COMMUNICATION (MAJMC)**

**Term-End Examination**

**December, 2022**

**MJM-029 : ADVERTISING AND PUBLIC  
RELATIONS**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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

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1. Explain the AIDA model of advertising in terms of its approach, stages, objectives and target audience. 20
2. What is brand identity and brand positioning ?

5+10+5

**P. T. O.**

3. Explain the roles and qualities of a good account planner. 20
4. Discuss some fundamental ways of coming up with creative ideas as a copywriter. Cite relevant examples. 20
5. Trace the journey of Indian Public Relations post-independence. 20
6. Explain the tools which will be effective in communicating with external publics. 20
7. Define crisis and enumerate the phases of crisis management. Explain with the help of a case study the role that communication can play during a crisis. 5+15
8. Briefly describe the official bodies of public relations. 20

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9. What is crisis communication ? Explain with the help of a case study how a crisis was handled. Also come up with ideas on how it could have been handled better. 20

10. Write short notes on any *two* of the following :

10 each

- (a) Trade Communication
- (b) Benefits of CSR
- (c) Desk Research
- (d) House Journal