

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

00673 **Term-End Examination**

**June, 2019**

**MJM-024 : ADVERTISING AND PUBLIC  
RELATIONS**

*Time : 3 hours*

*Maximum Marks : 60*

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

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1. Discuss any of the following advertising models/theories :
  - (a) The DAGMAR Model
  - (b) AIDA Model
  - (c) Ehrenberg Model
  - (d) The DRIP Model
  
2. What is a "Copy" for an advertisement ? Discuss the fundamentals of good copy writing.

3. Who are Target Audience ? How can one understand the TA for a campaign in terms of demographics and psychographics ?
  4. What is Crisis Communication ? Give an example of a good Crisis Management in recent times.
  5. What is the importance of research in planning an advertising campaign ? Highlight different steps of campaign planning.
  6. Discuss the various techniques and strategies used in Deceptive Advertising. In light of this, draw a case for teaching 'Advertising Literacy' to masses.
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