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MJM-029

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

(MAJMC)

Term-End Examination

June, 2022

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Discuss in detail, any *two* of the following advertising models. Cite suitable examples :

10+10

- (a) DAGMAR model
- (b) AIDA model
- (c) Ehrenberg model
- (d) DRIP model

P. T. O.

2. What is the importance of motives in the consumer decision-making process ? Discuss in detail, with appropriate examples some of the audience motivations. 20
3. What is Brand Management ? Chalk out a strategy for a (hypothetical) Jewelry Brand that wants to have a Digital First approach. 10+10
4. What are the different types of Advertising Campaigns ? Explain with examples. Cite the importance of Research in Campaign Planning. 10+10
5. Discuss in detail the difference and similarities among any *two* of the following : 10+10
 - (a) Internal Publics versus External Publics
 - (b) Line Extension versus Brand Extensions
 - (c) Pre-testing versus Post testing advertising research
 - (d) Client servicing versus Media planning
6. Write a Press Release for a (hypothetical) automobile brand announcing its new car in the SUV segment. It is an automatic EV to be launched in the forthcoming festival season. 10+10

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7. How do we define a corporate crisis ? What is its identification and classification criteria ? Cite an example of any famous crisis situation from the last decade. 10+10
8. Discuss the meaning and importance of any *two* of the following in maintaining the financial image of a company : 10+10
- (a) IPO
 - (b) Shares
 - (c) Annual Reviews
 - (d) Business Reports