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MJM-029

**M. A. IN JOURNALISM AND MASS
COMMUNICATION**

(MAJMC)

Term-End Examination

June, 2023

**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. What are the kinds of audience motivations ?
How are they related to audiences' decision
making process ? 5+10+5
2. Explain the different departments of an ad
agency. 20
3. Discuss any *two* pre-testing techniques of
advertising research that are commonly
employed for campaigns. 20
4. Explain the stages of developing an effective
media plan. 20

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5. Explain the tools of Public Relations for internal publics. 20
6. Explain any *one* model of PR Research. Use diagrammatical representation, if necessary. 20
7. What is the difference between corporate identity and corporate image ? 20
8. Discuss the strategic shift in PR practices in different corporate sectors. 20
9. What is public opinion and how is it formed ? 20
10. Write short notes on any *two* of the following :

10×2=20

- (a) Trade Communication
- (b) CSR
- (c) Web search
- (d) Press releases

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