



M 14835

Reg. No. : .....

Name : .....

**Second Semester M.C.J. Degree Examination, July 2008**  
**CJ-202 : PUBLIC RELATIONS AND ADVERTISING**

Time : 3 Hours

Max. Marks : 80

*Instructions : 1) Answer **five** questions, including Question No. I.*  
*2) All questions carry **equal** marks.*

- I. Write short notes on **any four** of the following :
- a) ASCI
  - b) Event Manager
  - c) Brand Equity
  - d) Public Service Advertising
  - e) Ivy Lee
  - f) Captions.
- II. Define PR. Discuss how PR can be used to influence public opinion.
- III. Explain how the tools of PR can be used to build the image of an organisation internally as well as externally.
- IV. Assess the role of PR in crisis management.
- V. Discuss the functions of advertising, highlighting its economic and social benefits.
- VI. Briefly explain the common forms of appeals used in advertising. Discuss the visual appeal of any one product of your choice.
- VII. Assess the relevance of the client liaison function in an advertising agency.
- VIII. Discuss the different stages in an advertising campaign and prepare a copy of the advertisement for a mobile phone in the broadcasting media.
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