



M 16281

Reg. No. :

Name :

II Semester M.C.J. Degree Examination, July 2009
Paper – CJ 202 : PUBLIC RELATIONS AND ADVERTISING

Time: 3 Hours

Max. Marks: 80

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

- I. Write short notes on **any four** of the following :
- | | |
|------------------|------------------------|
| a) PIB | b) Advertorials |
| c) House journal | d) On-line advertising |
| e) Lobbying | f) Marketing mix. |
- II. Discuss the challenges faced by PR practitioners executing a global campaign.
- III. Outline the organisational set-up of a state PR department and explain how it should adapt to the changing needs of its publics.
- IV. Trace the growth and development of PR in India, while identifying the recent PR techniques.
- V. Identify the different kinds of advertisements and explain the characteristics of each kind.
- VI. Critically analyse the emotional appeal of any one TV advertisement.
- VII. Explain with examples some of the ethical concerns to be considered in advertising.
- VIII. Outline the organisational set-up of an advertising agency and discuss its functions.
-