

Name .....

**M 10540**

Reg. No. ....

**SECOND SEMESTER M.C.J DEGREE EXAMINATIONS, JUNE 2005**

CJ 202

PR AND ADVERTISING

Time : 3 Hours

Max. Marks: 80

**Answer question FIVE and FOUR others of your choice.**

**All questions carry equal marks.**

1. Write short notes on any **FOUR** of the following.
    - a) PR counselling
    - b) ASCI
    - c) Propaganda
    - d) Sales promotion
    - e) Brand image
    - f) House journals.
  2. Discuss the challenges to PR in today's world of promotional culture.
  3. Trace the evolution of advertising in India. Analyse the recent trends in product advertising.
  4. Examine the functioning of Government media units. How do they provide 'hierarchy of credibility' to society.
  5. Explain with the help of an 'advertisement', the different stages involved in launching an ad campaign in the print media for a mobile phone.
  6. Discuss the concept of the so- called 'Spin doctors' in public relations.
  7. Evaluate the legal and ethical aspects of advertising in culturally different societies.
  8. Outline the functions of an advertising agency with specific reference to the client-liaison function.
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