

Reg. No. :

M 12037

Name :

Second Semester M.C.J. Degree Examination, June 2006
CJ 202 : PUBLIC RELATIONS AND ADVERTISING

Time: 3 Hours

Max. Marks: 80

Instructions: 1) Answer question 5 and four others of your choice.
2) All questions carry equal marks.

1. Write short notes on **any four** of the following :
 - a) Brand ambassadors
 - b) DAVP
 - c) Slogan
 - d) Social auditing
 - e) Public service advertising
 - f) Grape vine.
 2. Public relations is today defined as "the deliberate management of public image and information in pursuit of organisational interests." Discuss.
 3. What is the role of advertising in marketing ?
 4. Describe the organisational set-up of a PR department in the public sector and examine the function of its PR personnel.
 5. Prepare an advertisement on "promotion of Eco-tourism in Kerala" for a national newspaper.
 6. How does public relations influence public opinion ? Discuss some of the ethical issues involved while executing PR campaigns.
 7. Explain how media planners balance reach, frequency and continuity by using different media.
 8. Critically analyse how advertising research can help develop effective advertising messages.
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