

(b) What is Crisis Management? Discuss the role of Public Relations in Crisis Management giving suitable case studies.

7. (a) Explain the concept and principles of Public Relations? Discuss how Public Relations is different from the promotional tools of advertising and marketing giving examples.

**Or**

(b) Write a short note any **TWO** of the following :

- (i) ROI
- (ii) Marketing Mix
- (iii) Content Marketing
- (iv) Corporate Social Responsibility

(1000)

[This question paper contains 4 printed pages.]

**Your Roll No.....**

**Sr. No. of Question Paper : 1333 F**

Unique Paper Code : 2032181202

Name of the Paper : Advertising and Public Relations

Name of the Course : **B.A (Hons.) Journalism**

Semester : II

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **ALL** questions from **PART A** and any **THREE** questions from **PART B**.
3. Questions of **PART A** carry **10** Marks each, while those of **PART B** carry **20** marks each.

**PART A**

1. (a) Discuss the functions of advertising. Explain the positive and negative aspects of advertising.

**Or**

P.T.O.

(b) Explain the various stages of Maslow's Hierarchy of needs giving suitable examples on how advertisers are putting it to use in order to target different needs of their potential customers.

2. (a) Discuss the key features of social media marketing. How is social media marketing different from traditional marketing?

**Or**

(b) What is digital marketing? Discuss the ethical issues and concerns with respect to digital marketing.

3. (a) What do you understand by Publics in PR? Discuss the various media tools that can be used by a firm to reach out to different publics.

**Or**

(b) Explain the role and functions of PR in developing the identity and sustaining the image of a corporate organization.

**PART B**

4. (a) What is market segmentation? Discuss the different bases of market segmentation and identifying target markets with examples.

**Or**

(b) What is an advertising campaign? Explain in detail the different steps involved in developing an advertising campaign.

5. (a) Discuss giving suitable examples of unethical practises by advertisers? Explain the code of ethics for advertisers developed by ASCI.

**Or**

(b) Explain the significance of influencer marketing on brand promotion. Discuss the difference between influencer marketing and celebrity endorsement.

6. (a) Discuss how AI has transformed the world of digital marketing.

**Or**