

This question paper contains 3 printed pages]

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S. No. of Question Paper : 3420

Unique Paper Code : 2034001010

Name of the Paper : Advertising and Corporate Communication

Name of the Course : G.E. Journalism

Semester : I

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer *all* the questions in Part A and any *three* questions in Part B.

Questions in Part A carry 10 marks each and questions in Part B carry 20 marks each.

Part A

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

Or

- (b) Explain the various stages of Maslow's Hierarchy of needs giving suitable examples.

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 concerning digital marketing.

P.T.O.

3. (a) What is '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 PRO in developing the identity and sustaining the image of a corporate organisation.

Part B

4. (a) What is market segmentation ? Discuss the different bases of market segmentation and identify 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 practices by advertisers. Explain the code of ethics for advertisers developed by ASCI.

Or

- (b) Explain the significance of influence 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

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

7. (a) Write short notes on any *two* :

(a) Marketing Mix

(b) Content Marketing

(c) Corporate social responsibility

(d) ROI

Or

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

