

3143

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6. Discuss the ethical issues in Public Relations and the role of apex bodies like IPRA and PRSI in setting ethical standards. Why is ethics crucial in PR?

OR

Identify and describe the different types of 'publics' in Public Relations. How does understanding various publics help in developing effective PR strategies?

7. Evaluate how advertising and corporate communication work together in a crisis management situation. Give suitable examples.

OR

How do Employee Relations (ER) and Public Relations (PR) activities complement advertising strategies aimed at reaching target audiences effectively?

(1000)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3143 I

Unique Paper Code : 2034002010

Name of the Paper : Advertising and Corporate Communication

Name of the Course : **Journalism: Generic Elective**

Semester : V

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. **This question paper contains 2 parts. Both parts are compulsory.**
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10 marks each** and questions in **Part B** carry **20 marks each**.

P.T.O.

Part A

1. What are some ethical considerations in advertising, and how do regulatory bodies address these concerns?

OR

Define advertising objectives and explain why they are important for a successful campaign.

2. Describe how communication in Customer Relations (CR) can impact brand loyalty.

OR

Write short notes on any TWO of the following:

- (a) Media Relations
 - (b) Corporate Social Responsibility
 - (c) Publics in Public Relations
3. Discuss the concept and practice of Public Relations. Explain how it differs from advertising.

OR

Describe the principles and tools of Public Relations. Provide examples of tools used by PR professionals.

Part B

4. Discuss the role of apex bodies like the AAAI and ASCI and describe the significance of their codes and regulations.

OR

Describe how an advertising campaign moves from concept to execution, detailing the roles of various stakeholders. Give example of one of the successful advertising campaigns to highlight the process.

5. Examine the role of communication in building corporate reputation, with a focus on corporate identity, corporate image, and corporate branding.

OR

Describe the role of PR in managing an organization's image and its relationship with various publics. Discuss with the help of a successful PR campaign.