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6. What are the key components of an effective PR campaign? Explain the process from planning to evaluation with examples.

OR

Examine the role of Public Relations in social media management. How do PR strategies on social platforms differ from traditional media?

7. Analyze the functions of Corporate Social Responsibility (CSR) in fostering a positive brand image. Provide examples of CSR initiatives.

OR

Write notes on **ANY TWO**:

- (a) Crisis Management in PR
- (b) Corporate Communication tools in Employee Relations (ER)
- (c) Apex bodies in Public Relations (IPRA, PRSI)

(1000)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2910 I

Unique Paper Code : 2034002010

Name of the Paper : Advertising and Corporate Communication

Name of the Course : **GE : Journalism**

Semester : I

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 - A & B. **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.**

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Part A

1. Describe the objectives of advertising and its impact on consumer behavior. How are segmentation, targeting, and positioning relevant in advertising campaigns?

OR

Explain the concept of Branding and discuss its importance within advertising. How does branding differentiate products in a competitive market?

2. Write short note on ANY TWO:

- (a) Media Relations (MR)
- (b) Government Relations (GR)
- (c) Corporate Image

OR

What is Corporate Communication? Discuss its various facets, including Marketing Communication and Organizational Communication.

3. How are Public Relations tools used to manage and shape public opinion? Provide examples of effective PR tools.

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OR

Explain the concept of Public Relations. How do PR practitioners manage relationships with different publics, and why is this important?

Part B

4. Discuss the steps involved in Campaign Planning and Creation. How does creativity influence the success of an advertising campaign?

OR

Analyze the ethical aspects of advertising. Discuss the role of ASCI and AAAI in regulating advertising practices in India.

5. How does Corporate Communication contribute to building a brand's identity and reputation? Illustrate with examples of successful corporate branding.

OR

Discuss the principles and tools used in Customer Relations (CR) and Government Relations (GR). How do these help maintain a company's public image?