

This question paper contains 4 printed pages]

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S. No. of Question Paper : **6501**

Unique Paper Code : **2032181202**

Name of the Paper : **Advertising and Public Relations**

Name of the Course : **Bachelor of Arts (Honours Course)**
Journalism

Semester : **II**

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. How does advertising inform, persuade and remind consumers and what impact does it have on brand awareness and sales ?

Or

In the context of a market economy, how does advertising influence consumer demand and what are the economic implications of advertising on businesses, industries and the overall economy ? Discuss briefly.

P.T.O.

2. How do digital influences impact consumer behaviour, and what strategies do brands use to partner with them for effective marketing ?

Or

What is content marketing ? Discuss the ways in which marketers can create effective content marketing strategies.

3. How do PR strategies help organizations manage and recover from crises and what role does effective crisis communication play in maintaining stakeholder trust ?

Or

What are some common ethical dilemmas faced by PR professionals and how can they balance organizational interests with social responsibility and transparency ?

Part B

4. How does Maslow's Hierarchy of Needs model explain the progression of human motivations and what implications does this have for understanding consumer behaviour and developing effective marketing strategies ?

Or

What are the key stages involved in campaign planning, creation and production and how do marketers ensure effective coordination and execution across multiple channels and stakeholders to achieve campaign objectives ?

5. How do Digital, Social and Interactive media platforms influence advertising strategies and what are the key benefits and challenges of using these channels to reach target audiences and measure campaign effectiveness ?

Or

What are some common measurement strategies used to evaluate the effectiveness of marketing campaigns and how can marketers accurately calculate return on investment (ROI) to inform future marketing decisions and optimize budget allocation ?

6. Who are the key publics in public relations and how do organizations identify, engage and build relationships with these diverse stakeholder groups to achieve their communication objectives ?

Or

Explore the multifaceted functions of a full-service advertising agency in today's competitive marketing landscape.

7. What are some key ethical considerations and regulatory frameworks that govern advertising practices and how do they impact the development and dissemination of advertisements to ensure consumer protection and fair competition ?

Or

How do political leaders and election campaigns leverage public relations' strategies to shape public opinion, build credibility and win votes ?