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OR

(b) "Corporate Identity and Corporate Image are two sides of the same coin." Critically analyse this statement in the context of building corporate brands.

7. (a) Explain the role of Public Relations in crisis management. Discuss with a suitable example the key steps in planning and executing a PR campaign during a crisis.

OR

(b) How has social media transformed Public Relations practices? Discuss effective PR strategies for social media platforms in the current digital landscape.

(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 13395

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Unique Paper Code : 2034002010

Name of the Paper : Advertising and Corporate Communication

Name of the Course : G.E.

Semester :

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 **ANY THREE** 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- Answer all the questions :

(10×3=30 marks)

1. (a) Explain the concept of 'Marketing Mix' and discuss the role of advertising in the marketing mix.

OR

- (b) Differentiate between Advertising and Sales Promotion with suitable examples.

2. (a) Explain the concept and functions of Corporate Communication.

OR

- (b) Explain how Corporate Social Responsibility (CSR) contributes to building corporate reputation.

3. (a) Define 'Public Relations'. How does it differ from 'Publicity'?

OR

- (b) Bring out the merits and drawbacks between an-house department versus PR consultancy.

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Part B- Answer any three questions : (20×3=60)

4. (a) What are the positive and negative contributions of advertising to society? Explain the significance of advertising from the standpoint of (a) the producer (b) the consumer.

OR

- (b) Discuss some of the unethical practices of advertisers. Explain the ethical codes of conduct prescribed for advertisers by ASCI.

5. (a) Media planning is a strategic balancing act. Analyse the key factors a media planner must consider when selecting media vehicles and scheduling for a national-level product launch.

OR

- (b) Explain the concepts of Segmentation, Targeting, and Positioning (STP) in advertising. How do they contribute to effective campaign planning?

6. (a) Discuss the various tools and principles of communication used in Employee Relations (ER) and Media Relations (MR). Why are these facets crucial for corporate reputation?

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