

13047

4

6. (a) Discuss the importance and elements of Corporate Identity. Differentiate between corporate identity and corporate image.

Or

- (b) What do you understand by corporate communications strategy? Explain the steps involved in planning an effective communications strategy.
7. (a) What are the different kinds of crises that can affect organizations? Discuss the role of Public Relations in Crisis Management giving suitable case studies.

Or

- (b) What is a PR campaign? Explain the steps involved in conducting a PR campaign for building an organization's image and reputation.

(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 13047 K

Unique Paper Code : 2034002010

Name of the Paper : Advertising and Corporate Communication GE

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

Semester : I/III/V/VII

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.

13047

2

Part A- Answer all the questions

(10×3=30)

1. (a) What do you understand by Promotional Mix? Differentiate between Advertising and Sales Promotion within this mix giving suitable examples.

Or

- (b) What is media planning in advertising? What factors must be considered while selecting media for advertising?

2. (a) What is the significance of CSR for a firm's reputation? Discuss providing suitable examples.

Or

- (b) Explain the concept and functions of Corporate Communication.

3. (a) Highlight PR strategies for social media which are being deployed by firm's these days for image building and creating goodwill among the public.

Or

13047

3

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

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) Describe the various types of market segmentation with suitable examples. What are the criteria for ensuring effective segmentation and selecting the appropriate market segments?

Or

- (b) What is an advertising campaign? Explain the strategic and tactical steps involved in an advertising campaign.

P.T.O.