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7. (a) “Advertising creates visibility, while Public Relations builds credibility.” Critically evaluate this statement with suitable examples.

**OR**

- (b) Corporate social responsibility can play a significant role in building a firm’s reputation. Discuss and provide suitable examples of CSR initiatives taken by leading companies.

[This question paper contains 4 printed pages.]

**Your Roll No.....**

**Sr. No. of Question Paper : 1581**

**L**

Unique Paper Code : 2032181202

Name of the Paper : Advertising & Public Relations

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

Semester : II DSC

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.

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**PART A**

1. (a) Critically examine the relevance of the AIDA model in contemporary digital advertising.

**OR**

- (b) Explain the role of the ASCI in regulating advertising in India. How does it ensure that advertisements are ethical and not misleading? Illustrate your answer with one example.

2. (a) Evaluate the effectiveness of social media interactivity in shaping consumer engagement.

**OR**

- (b) Explain how algorithm-driven advertising is transforming digital marketing strategies.

3. (a) Distinguish between reactive and proactive PR strategies with suitable case examples.

**OR**

- (b) Political parties use PR tools to the maximum during elections with digital media playing a major role in political campaigns. Discuss giving examples.

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**PART B**

4. (a) Critically analyze the applicability of DAGMAR and Maslow's hierarchy in modern advertising campaigns with examples.

**OR**

- (b) A new cafe is opening in your area. Briefly outline an advertising campaign plan you would design to promote it, mentioning the main steps involved.

5. (a) Evaluate ethical concerns in digital advertising with reference to data privacy and targeted advertising.

**OR**

- (b) Analyze the role of influencers in shaping consumer behaviour and attached opportunities and risks.

6. (a) Discuss the stages of a PR campaign using a real or hypothetical case study.

**OR**

- (b) Critically evaluate the role of PR in crisis communication in the era of social media.

P.T.O.