

INTRODUCTION TO COMMUNICATION

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Time : Three hours

Maximum : 75 marks

## PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph.

1. Explain print media and its types.
2. Describe the SMCR model of communication.
3. List the functions of audio media.
4. Discuss the nature of television as a medium of communication.
5. Write short note on Research and Reference Division.
6. Distinguish Internet and Intranet.
7. What is Intellectual Property?
8. Why advertisement is called as paid form of communication?

## PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Explain the significance of visual communication.
10. Explain social influence theory in detail.

11. Explain any one theory of press in detail.
12. Outline the features of Satellite Television.
13. Write short notes on Folk Media.
14. Mention the role and responsibilities of DAVP.
15. Briefly explain the development of radio in India.
16. Explain the term Multimedia? Discuss its features.

## PART C — (2 × 15 = 30 marks)

Answer ALL questions.

17. (a) Trace the evolution and growth of advertising as a form of communication:

Or

- (b) Critically examine the merits and demerits of Satellite Television channels.

18. (a) Explain the differences between ethics and laws with suitable example.

Or

- (b) Explain the codes of ethics being observed by the state owned All India Radio.

**INTRODUCTION TO ADVERTISING**

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Time : Three hours

Maximum : 75 marks

**PART A — (5 × 3 = 15 marks)**

Write short notes on any FIVE of the following in about a paragraph each.

1. Define Advertisements.
2. What is packaging?
3. Discuss briefly about brand management.
4. What are television sports?
5. What is POP advertisement?
6. List any three functions of the account servicing department.
7. What are advertising campaigns?
8. What is marketing mix?

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page each.

9. Do advertisements promote a healthy competition among products. Illustrate.
10. Describe the structure of an advertisement copy and explain.
11. Our advertisements seldom reflect our cultural ethos. Do you agree? Substantiate.
12. In an advertisement spanning 8 seconds. You need to tell a whole lot of things to the viewers about the product advertised. Write with an example illustrating this.
13. Do radio advertisements provide enough scope for creativity? Elaborate your answer with suitable examples.
14. Who is a client service executive and what are his job descriptions?
15. What is advertisement scheduling? How is it important in the overall campaign planning?
16. Explain MRTP and justify why should competitors be provided with a level playing field?

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages each.

17. (a) Toothpaste is toothpaste. How are they differentiated in advertisements in order to sell in the market? Illustrate your answer with atleast two toothpaste advertisements.

Or

- (b) Do pens have personality? That's what advertisements keep saying. Justify your answer with atleast two different pen advertisements.

18. (a) What is advertising research? Are they used in India? List its advantages and limitations.

Or

- (b) How are women portrayed in Indian advertisements? Cite some examples that portray them both positively or negatively in advertisements.
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PRINCIPLES OF PUBLIC RELATIONS

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Time : Three hours

Maximum : 75 marks

## PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph.

1. Define nature and scope of Public Relations.
2. Explain the International Associations.
3. Write a note about the Public Relations as communication.
4. Bring out the importance of Public Relations during Post Independence Period.
5. Write on the present status of Public Relations.
6. Explain any one of the elements of Public Relations.
7. Public Relation as a tool for Communication – Explain.
8. Define International Communication.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. What are the working definitions of Public Relations?
10. Explain the rise of Mass production.
11. Describe the present status of Public Relations office in its functions.
12. Bring out the importance of the case study in Public Relations.
13. Who are the pioneers in Public Relations and narrate about them briefly?
14. What are the salient features of professional Public Relations?
15. Write about the current trends in Public Relations.
16. 'Public Relations is a two way communication' – Discuss.

PART C — (2 × 15 = 30 marks)

Answer ALL questions.

17. (a) What is Public Relations? Evaluate the present status of Public Relations systems in press media.

Or

- (b) If you were appointed as PRO in an organisation, how would you organize the PR department?

18. (a) 'A Public Relations officer must be a Communication expert' – Discuss.

Or

- (b) Write a critical note on the past and present role of Public Relations in India.
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CREATING ADVERTISEMENTS

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Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Write short notes on any FIVE of the following  
in about a paragraph each.

1. PageMaker.
2. Thumbnail.
3. POP Dangers.
4. Hoarding.
5. Anchor position (in newspaper ads).
6. Advertisement supplement.
7. Media Mix.
8. Promotional mails.



PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page each.

9. Shelter displays have become colourful and attractive. Have you come across such shelter ads? Describe any one of them in detail.
10. How do software packages help create innovative animations with ease? Give example for an advertisement that was created using simple animation technique yet effective.
11. Which of the television spot you like the best? Why?
12. List some of the advertisement sponsors in FM radio who have become popular among listeners. Discuss in detail on such programme that is innovative and has a large fan following in FM radio that you listen to regularly.
13. Write about the speciality of financial advertising with examples.
14. How do you plan an advertisement strategy and mention who are all involved in the planning process?
15. List the principles of good designing.
16. Describe advertising photography as a profession.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages each.

17. (a) Define typography. Mention how fonts can be differentiated from one another? Name some of the type faces you have studied and describe their characteristics.

Or

- (b) Define USP. How is it developed for a product? Describe any two television brands and discuss their USPs that attracted your attention.

18. (a) What is an advertisement copy? What is its typical structure? Illustrate your answer with an advertisement copy that caught your imagination.

Or

- (b) What are emotional appeals used in advertising? How are they exploited in creating advertisements? Examine how fear is portrayed in ads with examples.
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**PROCESS OF PUBLIC RELATIONS**

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Time : Three hours

Maximum : 75 marks

**PART A — (5 × 3 = 15 marks)**

**Answer any FIVE of the following  
in about a paragraph.**

1. Public relations.
2. Ears of a news paper.
3. External publication.
4. Documentation.
5. PRSI.
6. Press Release.
7. Public Opinion.
8. Lobbying.



PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following  
in about a paragraph.

9. What are the ways of motivating employees?
10. Discuss the role of community relations in the context of PR. Cite a few examples you know.
11. Explain Public Opinion.
12. What kind of information may be obtained by surveying financial community attitudes?
13. What community relations technique can be used to implement management objectives?
14. How would you go about converting shareholders in to customers?
15. Define 'Encoder', 'Decoder' and 'Feedback'.
16. What are the policies of consumer relations?

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages.

17. (a) What is the content of the PR objectives? How will you create an awareness of an organization or issues?

Or

- (b) Explain the various stages of PR process with suitable examples.

18. (a) What is distribution, dealer relations? How will you ensure better relationships among them?

Or

- (b) Critically examine the responsibility of consumer relations? Cite suitable examples.
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TOOLS OF PUBLIC RELATIONS

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Time : Three hours

Maximum : 75 marks

## PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following  
in about a paragraph.

1. What does 'Media Relation' mean?
2. Write a note on 'Clip Sheet'.
3. What is a Media Kit?
4. Explain the 'Newsletter'.
5. Write about Television Films.
6. 'Open Houses' – Explain.
7. Write one objective of PR advertising.
8. Write the importance of Editorial in a House Journal.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Radio is selected for publicity. Why?
10. What are the features of news release?
11. Mention the advantages of Panel discussions.
12. Give an account of the informal conversation in PR.
13. Explain an ad in PR with example.
14. Write about the importance of international periodicals in PR.
15. Give an account of types of AV media.
16. Describe the 'special week' in PR.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages.

17. (a) Write about the means of communications that a PRO can use in his profession.

Or

- (b) Write an essay on the various forms of Oral communications in PR.

18. (a) Write an essay on 'PR Advertising' with suitable examples.

Or

- (b) Explain about a successful PR campaign in India.
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INTEGRATED MARKETING COMMUNICATIONS

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Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following  
in about a paragraph.

1. What is targeted marketing?
2. What do you mean by 'Persuasive Advertising'?
3. Write about, 'Gift Coupon'.
4. Define Sales Force Management.
5. What is a 'customer database'?
6. Write about, 'Online Advertising'.
7. Write about, 'catalog marketing'.
8. Write about information super highways.

**PART B — (5 × 6 = 30 marks)**

Answer any FIVE of the following  
in about a page each.

9. Mention the five major promotion tools.
10. Write the characteristic features of traditional marketing.
11. Explain the concept of Organisational Behaviour (O.B).
12. Mention the main consumer promotion tools.
13. Discuss about the Nature and Benefits of Direct Marketing.
14. Write about Integrated creative strategies.
15. Review the strategies adopted for message evaluation in marketing.
16. Write about Communication Explosion.

**PART C — (2 × 15 = 30 marks)**

Answer the following in about 3 pages each.

17. (a) Describe the major decisions involved in developing an advertising program.

Or

- (b) Outline the steps in developing effective marketing communication.

18. (a) Identify and discuss the major forms of Direct Marketing and assess their advantages and limitations.

Or

- (b) Write an essay about Indian consumers and their Behaviours.
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MEDIA PLANNING

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Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE in about a paragraph each.

1. Product packaging.
2. Target Consumer.
3. Marketing mix.
4. Media reach.
5. Cost per thousand.
6. Brand management.
7. Ear panels.
8. Super special spot.



PART B — (5 × 6 = 30 marks)

Answer any FIVE in about a page each.

9. Explain media brief.
10. How will you evaluate the market scenario for a washing powder?
11. List some tools to measure the audience reach.
12. Elaborate on how you will understand the media preferences of your audience?
13. Will you go in for a minimal budget with minimum reach or gamble for a maximum reach? Justify.
14. What type of data is collected from in depth interview? What are the pros and cons of such data?
15. Media strategy is devised with the existing market condition for the product. Do you agree? Elaborate.
16. Examine the advantages and limitations of a nationwide sample study.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages each.

17. (a) Media mix is a key issue in releasing ads for the product that should be both efficient and cost effective. How is it achieved?

Or

- (b) A local sweets maker wants to expand and requires a media plan. What will you suggest? Why?

18. (a) What is TV rating? Are they reliable? Discuss its merits and demerits.

Or

- (b) Is radio an effective medium of advertising? Illustrate your answer.
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**ADVERTISING CAMPAIGNS**

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Time : Three hours

Maximum : 75 marks

**PART A — (5 × 3 = 15 marks)**

Answer any FIVE of the following in about a paragraph.

1. Write about 'Sales objectives'.
2. Define 'Advertisement'.
3. Explain 'Developing Brand Preference'.
4. What do you mean by 'Advertising Objectives'?
5. Write short notes on 'Budget for sales promotion'.
6. Write about marketing techniques.
7. What do you know about 'Budget for direct marketing'?
8. Explain pre testing.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Explain about campaign objectives.
10. Write about campaign planning.
11. Write about the sales promotion recommendations.
12. What are the sales methods?
13. Explain multi media campaigns.
14. What is known as appropriation method?
15. What do you know about executive summary?
16. Write about post testing.

PART C — (2 × 15 = 30 marks)

Answer ALL questions.

17. (a) What is known as budget? How budget can help for direct marketing and sales promotion?

Or

- (b) Explain in detail about recommendations.

18. (a) Describe the methods that determines the budget appropriation.

Or

- (b) What is meant by campaign evaluation? Explain in detail.
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**ADVERTISING AND PUBLIC RELATIONS  
RESEARCH**

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Time : Three hours

Maximum : 75 marks

**PART A — (5 × 3 = 15 marks)**

Answer any FIVE of the following.

1. What is called Advertising Research.
2. Data – Explain.
3. Explain Experimental method.
4. What is known as Printed Ad?
5. Consumerism – Define.
6. What is known as Prospecting?
7. Give an example of TV Advertisement.
8. 'Public Relations' – Explain.

**PART B — (5 × 6 = 30 marks)**

Answer any FIVE of the following.

9. Briefly explain the methods of Testing.
10. What is called Prospect Identification Research?

11. Product Research – Explain.
12. What are the functions of Consumer Research?
13. What does 'Analysis of Competitive Products' mean?
14. Media selection – Explain.
15. What are the uses of Trade marks and Branch?
16. Public Opinion – Explain.

**PART C — (2 × 15 = 30 marks)**

Answer ALL questions.

17. (a) Draw a Research Design in connection with Advertising.

Or

- (b) Write about the various performance tests of advertisements.

18. (a) Write an essay on Measuring Techniques.

Or

- (b) Examine the relations between the Marketing Research and sales of a product.