

INTRODUCTION TO COMMUNICATION

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Time : Three hours

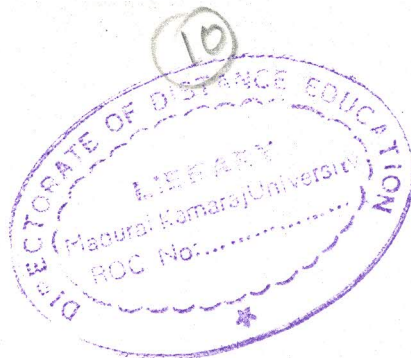
Maximum : 75 marks

## PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph.

1. Define communication as a process.
2. Explain Lasswell model of communication.
3. List the functions of print media.
4. Discuss the nature of radio as a medium of communication.
5. Write short note on Song and Drama Division.
6. Explain the different types of computer network.
7. Distinguish Libel and slander.
8. Why advertisement is called as persuasive communication?

*M.A. advertising &  
public relations*



**PART B — (5 × 6 = 30 marks)**

Answer any FIVE of the following in about a page.

9. What are the characteristics of mass audience?
10. Explain Bullet theory in detail.
11. Explain any one theory of press in detail.
12. Outline the features of short film in detail.
13. Examine the various Folk forms of Tamilnadu.
14. Mention the role and responsibilities of Film Certification Board.
15. Briefly explain the development of Television in India.
16. Explain the status of electronic newspaper in India.

**PART C — (2 × 15 = 30 marks)**

Answer ALL questions.

17. (a) Explain TV, Press, Radio, and Film as advertising media.

Or

- (b) "Freedom of expression has always been emphasized as an essential basis for the democratic functioning of a society" : Why is it so?

18. (a) Explain the provisions of Article 19 of Indian Constitution.

Or

- (b) Explain the codes of ethics being observed by the state owned Doordharshan.

**INTRODUCTION TO ADVERTISING**

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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 advertising?
2. What is GNP?
3. What are marketing mix?
4. Define Consumerism.
5. Define media planning.
6. What is direct advertising?
7. Define research.
8. Define media mix.

**PART B — (5 × 6 = 30 marks)**

Answer any FIVE of the following in about a page.

9. Explain the scope of advertising.
10. What are the components of product positioning?

11. Explain the functions of advertising agencies.
12. Explain the audience use theory of advertising.
13. What are the code of ethics in advertising?
14. Explain the merits and demerits of print media.
15. Explain the process of media planning.
16. How will you classify the various appeals used in advertising?

**PART C — (2 × 15 = 30 marks)**

Answer ALL the questions in about 3 pages each.

17. (a) Write an essay on evolution of modern advertising in India.

Or

- (b) Explain the various ethical issues involved in advertising.

18. (a) Examine the various factors that are to be considered while making in effective media planning.

Or

- (b) Explain the process of advertising research with imaginary facts and figures.

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. State the origin of PR?
2. What is your understanding of Public service activities?
3. What is opinion poll?
4. What is the important of evaluation in the PR process?
5. What is meant by internal and external PR network?
6. What do you meant by Press kit?
7. Describe the role of a house journal as a PR tool.
8. What is Crisis management?

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Who is an ideal public relations professional?
10. Write short notes on Audio Visual Aids.
11. Give a brief account on Media mix.
12. How advertising play a role in effective public relations?
13. What code of ethics would a good PRO follow?
14. How can public opinion be influenced by a PR practitioner?
15. A PR person is fundamentally a catalyst – Justify.
16. Why and how do you organize a press conference?

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages

17. (a) Public relations is an ethical profession requiring professional skills and an excellence of the highest order. Discuss.

Or

- (b) What are the essentials of a good PR practitioner? Explain the theme with examples.

18. (a) Today public relations is not a new phenomenon. Discuss.

Or

- (b) How does PR differ from publicity, propaganda and advertising? Explain with examples.

**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. Corel Draw.
2. Rough sketch.
3. Transit advertisement.
4. Billboard.
5. Solus position.
6. Advertorials.
7. Marketing Mix.
8. Balloon display:



PART B — (5 × 6 = 30 marks)

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

9. Define typographical devices. List some typographical devices that you have studied to make the presentation lively.
10. How will you locate the class of the product advertised based on the advertisement? Illustrate your answer with any of the car advertisement.
11. How important is headline in an advertisement copy? Mention any three headlines that attracted your attention.
12. Take any one advertisement campaign that you felt something was missing. Examine the reasons for such failing to take off with the audience with an example.
13. Promotional ventures at trade fairs give more visibility and access to your product for the general public. Is it true? Elaborate.
14. What are the uses of PageMaker software? List some of its features and how they are useful to creating an advertisement copy.
15. Who are the target group for industrial advertisements? Have you come across any interesting industrial advertisement recently? Elaborate.
16. Radio as a medium of advertisement has received a boost by the FM transmission. Do you agree? Explain.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages each.

17. (a) Name a product that has become popular because of its sponsorship of a tv serial. Explain the advertisement strategy it has adopted.

Or

- (b) In the organizational structure of an advertising agency where is the creative department located? What are the responsibilities of the creative head? What are the steps in creating a print advertisement copy?

18. (a) Define corporate image. Take any corporate advertisement and discuss its unique features and characteristics.

Or

- (b) What are celebrity advertisements? List its advantages. Take any one celebrity advertisement and analyse the USP used.
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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. Campaign.
2. Internal Communication.
3. Public Service Activities.
4. Audio-Visual Aids.
5. Press Conference.
6. Community affairs.
7. Body language.
8. Graphic Communication.



Answer any FIVE of the following in about a paragraph.

9. What is the role of public relations in crisis situations?

10. Define public opinion and propaganda.

11. What is the role of communication in human relations?

12. In what way do companies benefit from financial PR programme?

13. Describe the effects of rumour in Public Relations.

14. Discuss the appropriate means of communication from management to employees?

15. What are the policies of supplier relations?

16. What role can PR play in consumer relations?  
Discuss the tools that employed for consumer communication.

Answer the following in about 3 pages.

17. (a) Explain the importance of evaluation in the PR process with suitable examples.

Or

(b) Critically examine the role of PR professional bodies in creating more awakening for this great profession.

18. (a) What do you mean by opinion survey? Who is an opinion leader? Explain.

Or

(b) Explain the objectives of shareholder relations. Add a note on law and ethics of shareholder relations.

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 is public Relations?
2. How to organise a P.R.O's office?
3. Write a need for public relations?
4. What is media hit?
5. Explain the press relations and public relations.
6. Give an account of the development of public relations in India.
7. How exhibitions are helping public relations?
8. Explain the special event in P.R.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Explain the features of round table conference.
10. Describe the origin and development of public relations in India.
11. Bring out the responsibility for oral communication.
12. What are the principal objectives of P.R. advertising?
13. Explain the Media management.
14. Narrate the public relation system prevailing in Radio and T.V.
15. Mention the policy of special event.
16. What are the advantages of P.R. Periodicals?

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages.

17. (a) Give an account of a successful campaigns in India.

Or

- (b) Write an essay on 20th Century development of Public relations?

18. (a) Write an essay on types of various publicity.

Or

- (b) What are the various types of Advertisements with examples?
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**7406/AKO**

**OCTOBER 2008**

**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 segmented marketing?
2. Write about Informative Advertising.
3. Explain the Idea of, cash refund offer.
4. Examine the role performed by modern salespeople.
5. What is Home shopping?
6. Write about, Direct-Response television marketing.
7. Explain the term, BUZZ marketing.
8. What is Lobbying?



**PART B — (5 × 6 = 30 marks)**

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

9. Explain the concept of integrated marketing communications. (IMC)
10. Examine the steps involved in Brand Building.
11. What are the common barriers in business communication? How can these be overcome?
12. Define the roles of advertising and public relations in sales promotion.
13. Discuss about personal selling and direct marketing.
14. How customer databases help effective direct marketing.
15. Write about opportunities prevalent for Indian products in global market via Internet.
16. Examine the changing scenario of Indian Economy.

**PART C — (2 × 15 = 30 marks)**

Answer the following in about 3 pages each.

17. (a) The Internet is the latest Public Relations Frontier –How can Indian companies use web site as a Public Relations tool?

Or

- (b) Discuss the direct marketing, distinguish between transaction-oriented marketing and relationship marketing.

18. (a) Write an essay on different methods of effective marketing and discuss about their advantages and limitations.

Or

- (b) Briefly describe the origin and growth of Integrated marketing communications in India and examine the inevitable role played by Advertising and Public Relations.
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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 of the following in about a paragraph each.

1. Write about consumer knowledge.
2. What do you understand about competition in media planning?
3. What is frequency?
4. What is DARI?
5. Define media mix.
6. What are the uses of flow chart?
7. Write about gross impression.
8. Explain media strategy.

**PART B — (5 × 6 = 30 marks)**

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

9. What are the basic measurements of media?
10. Explain the application of brand development index.
11. Write about inter media comparisons.
12. How you can fix target audience at minimum cost?
13. Explain the application of Quantative and Qualitative data in media strategy.
14. Explain T.V. Ratings.
15. What are the contents of media planning?
16. Explain minimum effects frequency.

**PART C — (2 × 15 = 30 marks)**

Answer the following in about 3 pages each.

17. (a) Examine the key factor influencing media planning for a consumer durable goods.

Or

- (b) Suggest a suitable media for advertising the particular brand of soft drink? Give your justification.

18. (a) Write an essay on media strategy.

Or

- (b) Draw a media planning with imaginary facts for a product as you like.
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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. What do you understand by competitor evaluation?
2. Write about the sales objectives.
3. Explain primary method.
4. What are the difference between visual similarity and verbal similarity?
5. What is bulletin Board System?
6. How will you make budget for sales promotion?
7. Explain mail order method.
8. Write short notes on indoor advertisements.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in a page.

9. How will you use secondary research?
10. Write about the other objectives in marketing techniques.
11. What is the Relation between ad and marketing techniques?
12. Explain multimedia campaigns.
13. How budgetting is done for Direct Marketing?
14. What do you mean by Broke method?
15. Explain marginal Economic Budgeting.
16. Write about the Research on Post test.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages.

17. (a) Describe some marketing methods for a successful ad campaigns?

Or

(b) Explain different types of research methods and their functions.

18. (a) Write about the future of compaigns in the light of information Super High Ways.

Or

(b) Give details about the Advertising Recommendations.

**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. Explain Primary Research.
2. What does 'Review of Available Data' mean?
3. Explain Qualitative method.
4. Who is known as media audience?
5. 'Consumerism' – Define.
6. What is meant by 'situation analysis'?
7. Television advertisement – Explain with an example.
8. 'Public Relations' – Explain.



**PART B — (5 × 6 = 30 marks)**

Answer any FIVE of the following.

9. Explain marketing research with an example.
10. What is known as strategy development research?
11. Examine the need for consumers research.
12. Analysis of new products – Explain.
13. Narrate the uses of Trade marks and Brands.
14. Media selection – Explain with an example.
15. Differentiate Audience Measurement and Exposure Measurement.
16. Public opinion – Explain with an example.

**PART C — (2 × 15 = 30 marks)**

Answer ALL the questions.

17. (a) Imagine yourself as a representative of an advertising agency and draw a Research Design in connection with an advertising.

Or

- (b) Various performance tests prove the attitudes of the consumers – Examine.

18. (a) Write an essay on measuring techniques.

Or

- (b) Write about the advantages of PR Research.
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