**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2022**

**MMC/MAMCD 103: ADVERTISING AND PUBLIC RELATIONS**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks for the*

*individual question.*

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1. Write the following 2x5=10

1. B2C and B2B Advertising
2. Element ‘C’ in the AIDCA model of advertising
3. ‘Black Box’ in Stimulus Response Theory
4. CSR in Public Relations
5. Unique Selling Propositions

2. Write the following questions: 6x5=30

1. Discuss the three stages of consumer behaviour in Hierarchy of effect Model.
2. What does market segmentation mean? Why is it important in marketing?
3. Identify the appeals used in the attached advertisements (**Annexure I and II**).
4. What is non-product advertising? Give examples.
5. Explain six types of media scheduling in advertising giving example for each.

3. Write the following:

1. Justify the importance of a public relation department in any organisation. What are the different tools and techniques used by a public relation officer for exercising media relations?

5+5= 10

1. Discuss the different principles of designing layout of an advertisement. How do you explain the changes in practice of advertising in the time of evolving social media branding?

5+5=10

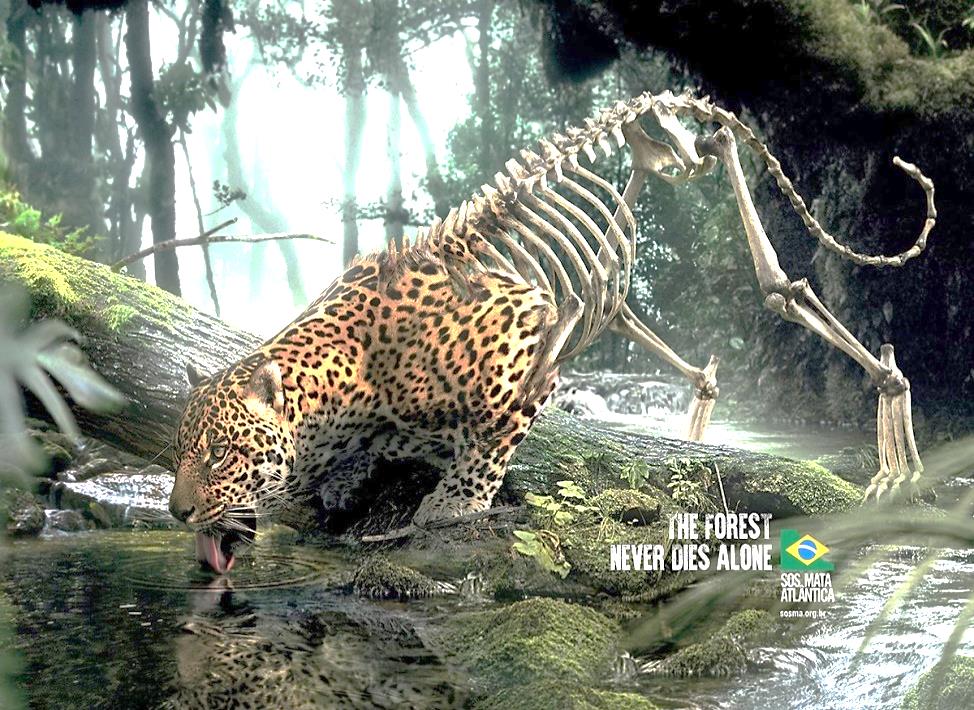
**P.T.O.**

1. Critically discuss different ethical issues in advertising, Mention some social media outrages of boycotting advertisements in India. Give your arguments for or against the advertisements based on ethical perspectives. 4+3+3=10

**ANNEXURE I**

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**ANNEXURE II**

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