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Your Roll No.....

Sr. No. of Question Paper : 5196

H

Unique Paper Code : 2032181202

Name of the Paper : Advertising and Public Relations

Name of the Course : B.A. (Hons) Journalism
: DSC

Semester : II

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. Attempt **ALL** questions from **PART A** and any **THREE** questions from **PART B**.
3. Questions of **PART A** carry **10** Marks each, while those of **PART B** carry **20** marks each.

PART A

1. (a) Explore the multifaceted functions of a full-service advertising agency in today's competitive marketing landscape.

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OR

(b) Explain how Stem's model is helpful in the understanding of the communication process in the context of advertising.

2. (a) Explain the different forms of digital advertising? What role does digital advertising play in creating brand awareness and engagement?

OR

(b) What are the ways in which brands can improve the ROI of their social media campaigns?

3. (a) Discuss the various tools of Public Relations with reference to both internal and external publics.

OR

(b) Why is PR necessary for the government? Briefly discuss the functions of the publicity units of the Government of India.

PART B

4. (a) Explain the elements of the marketing mix. Elaborate upon the role of advertising in the marketing mix.

OR

- (b) What are the emerging trends in advertising? What competitive advantages do these innovative strategies have over traditional advertising methods?
5. (a) What is influencer marketing? Why have digital influencers emerged as a significant force in the online advertising space? Elucidate.

OR

- (b) Consider the ethical implications of social media interactivity in digital advertising. Discuss the responsibility of brands and regulators in ensuring ethical digital advertising practices.
6. (a) Explain the stages involved in executing a PR campaign. Give examples of successful PR campaigns and analyse the strategies and tactics used to achieve their goals.

OR

- (b) Discuss the role of public relations in crisis communication, highlighting its importance and strategies for effective crisis management. Provide examples to support your arguments.

7. (a) User-generated content has emerged as a powerful trend in advertising, transforming the way brands interact with their audiences. Discuss the advantages and challenges of using user-generated content as a strategy for brand promotion.

OR

- (b) What do you understand by media planning. Elaborate on the various aspects to be considered in media selection, scheduling and timing of advertising messages in the media.