



**Centre for Distance and Online Education (CDOE)**  
**Tezpur University**  
**Tezpur, Assam- 784028**

**Assignment for Autumn Semester End Examination, 2025**

Course Name: Advertising and Public Relations

Course Code: MAMCD103

**Full Marks= 30**

**Answer the Following Questions:**

1. Select any two print advertisements (newspaper or magazine). 15

- Identify the type of advertising
- Analyse the advertising appeal used
- Examine the copy elements (headline, body copy, slogan, visuals)
- Comment on the effectiveness of the advertisement

2. Draft a press release for any one situation: 15

- Launch of a new product/ CSR initiative of a company

Include: Headline, Dateline, Lead paragraph, Body, Boilerplate

**NB: All questions as per instruction are to be mandatorily attempted.**