



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.