**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2024**

**MAMCD/MMC 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 short notes: **5x2=10**
   1. Brand Positioning
   2. Media Mix
   3. Target Audience Analysis
   4. Corporate Social Responsibility (CSR) in PR
   5. Integrated Marketing Communication (IMC)
2. Answer **any six** of the following: **6x10=60**
3. Explain the role of psychological appeals in advertising and how they influence consumer behaviour.
4. Discuss the different types of advertising and their effectiveness in reaching diverse audiences.
5. Explain the role of branding in advertising. How do advertisers create and maintain brand identity through advertising strategies?
6. Analyse the significance of corporate communication in public relations. How do organizations use corporate PR to build reputation and credibility?
7. Discuss the role of ethics in advertising and public relations. How do regulatory bodies ensure responsible communication?
8. Compare and contrast traditional PR tools with modern PR strategies, including digital and influencer-driven PR campaigns.
9. How does storytelling enhance advertising effectiveness? Provide examples of successful brand storytelling campaigns that have caught your attention.
10. Evaluate the impact of crisis communication strategies on brand reputation. What are the key principles of effective crisis management in PR?

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