

Reg. No.....

K 6053

Name.....

**FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 2005**

(Restructured Course)

Branch : Mass Communication and Video Production

Core : Journalism–Auxiliary Subject

**PUBLIC RELATIONS AND ADVERTISING**

Time : Three Hours

Maximum : 65 Marks

*Answer question No.1 and five others.*

1. Write short notes on *five* of the following in three to four sentences :-

- (a) House Journals.
- (b) Lobbying.
- (c) Human Resource Development.
- (d) Publicity.
- (e) Goodwill.
- (f) Corporate PR.
- (g) Image Building.
- (h) Press Kit.

(5 × 3 = 15 marks)

2. 'PR is nothing but Performance' – Substantiate.
3. Define advertising. What are the various types of advertising you have studied.
4. Explain the importance of budgeting in PR.
5. What is crisis management ? Detail a case study where the PR Dept. effectively handled the situation.
6. If you are appointed as the PRO of your University, what would be your PR strategy to boost the image of the institution ?
7. Describe the Economic and Societal roles of advertising.
8. "The agency–client partnership is the dominant organisational arrangement in advertising". Do you agree ?
9. Explain the importance of Professionalism in PR.

(5 × 10 = 50 marks)