

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.A. (J&MC) (Sem.-6)**

## MARKETING COMMUNICATION

**Subject Code :BAJMC-601-18**

**M.Code :79365**

**Date of Examination: 06-01-23**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

## SECTION-A

- 1. Write briefly :**
- a) Publicity
  - b) Lobbying
  - c) Full form of PRSC
  - d) Brand
  - e) Marketing Mix
  - f) Press Note
  - g) Public Affairs
  - h) Online Advertising
  - i) TRP
  - j) Radio Advertising

## **SECTION-B**

2. Describe the importance of Advertising on social media.
3. Explain the tools of Public Relations.
4. Describe the functions of a PR personnel.
5. Differentiate between Advertising and Marketing.
6. Discuss the ethics of Advertising.

## **SECTION C**

7. Explain the importance, functions and types of Publics in Public Relations.
8. Define advertising as a tool of communication in detail.
9. How important are ethics in the field of Advertising? Explain in context of ASCII codes of Advertising.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**