

**Roll No.**

**Total No. of Pages : 01**

**Total No. of Questions : 08**

**M.A.(JAMC) (Sem.-1)**  
**ADVERTISING & PUBLIC RELATIONS**

**Subject Code : MAJMC-104-18**

**M.Code : 75311**

**Date of Examination : 21-01-2023**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS TO CANDIDATES :

1. UNIT I, II, III & IV contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Unit.
3. Each question carries TWELVE marks.

## UNIT-I

1. Discuss the characteristics of advertising.
2. How are Advertising, Marketing & Public relation related to each other?

## UNIT-II

3. “The advertising accounts manager is the link between the client and the entire agency team”. Discuss
4. What do you mean by media briefing? Elaborate with an example.

## UNIT-III

5. List and explain the major roles played by PR in an organization.
6. Write notes on Press Note and Press conference.

## UNIT-IV

7. Explain the role of PR in planning & implementing developmental activities.
8. Discuss the different supporting services like backgrounders, photo coverage, research, references etc.

**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.**