

**[MD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2014**

(UG-CCSS)

Complementary Course—Mass Communication and Journalism

JC C1 03—CORPORATE COMMUNICATION AND ADVERTISING

ree Hours

Maximum : 30 Weig

bjective type questions. Answer all *twelve* questions :

1 POP stands for \_\_\_\_\_

2 The first wave in Toffler's *The Third Wave* is

3 ASCI stands for \_\_\_\_\_

*Effective Public Relations* is written by \_\_\_\_\_

5 \_\_\_\_\_ tour is a good Public Relations tool.

Advertisements which testify that the product is good is called \_\_\_\_\_ advertisement

7 Arena advertising is \_\_\_\_\_

3 Advertising paid by local dealer is \_\_\_\_\_ advertising.

9 Publics are \_\_\_\_\_

) Store floor display in the middle of an aisle or their open space \_\_\_\_\_

1 Programmes or announcements immediately preceding or following a particular **progr**  
\_\_\_\_\_

2 News item or story about a company or organization prepared for media use \_\_\_\_\_

(12 x = 3 weigh

short Answer Type Questions. Answer all *nine* questions

3 Split run.

14 Bait advertising.

5 Promotion.

16 Press conference.

7 Code of Athens.

18 PRSI.

9 Infomercial.

20 Opinion leaders.

1 Horizontal communication.

(9 x 1 = 9 weigh

short essay or Paragraph questions. Answer any *five* questions :

Are public relations and publicity the same ?

Explain the uses of two tools of public relations.

24 What are the qualities of a good PRO ?

25 What is corporate image ?

26 What are PR campaigns ?

27 What are the functions of advertising ?

28 What are the different elements of a print advertisement ?

(5 x 2 = 10 wei)

Essay questions. Answer any *two* questions :

29 Trace the origin and growth of advertising with stress on the present state/trends.

30 From the many definitions of public relations you have studied which one do you like the most ?  
Why ?

31 Discuss the present state of public relations in India.

*Or*

The influence of advertising on our society and the ethical issues involved in advertising.

(2 x 4 = 8 wei)