



Library  
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## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2023

Course Name – Advertising and Public Relations

Course Code - MMSJ304MM

( Semester III )

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Define the AIDA model in advertising.
  - a) Attention, Interest, Desire, Action
  - b) Awareness, Information, Decision, Action
  - c) Approach, Influence, Decision, Action
  - d) Appeal, Inform, Develop, Act
- (ii) Label the following as either "push" or "pull" advertising strategy.
  - a) Push strategy
  - b) Pull strategy
  - c) Both
  - d) Neither
- (iii) List the four elements of the DAGMAR Model in advertising.
  - a) Awareness
  - b) Comprehension
  - c) Conviction
  - d) All of these
- (iv) Who is responsible for developing creative advertising content?
  - a) The marketing team
  - b) The sales team
  - c) The advertising agency
  - d) The finance department
- (v) Contrast advertising with public relations.
  - a) Advertising is paid
  - b) PR is earned media
  - c) Both rely on media
  - d) Advertising is more trustworthy
- (vi) Extend the role of advertising to include new media channels.
  - a) Include social media
  - b) Include radio
  - c) Include print
  - d) Include television
- (vii) Plan an effective media strategy by including which key component?
  - a) Budget allocation
  - b) Creative design
  - c) Market research
  - d) Sales predictions
- (viii) Label the primary function of public relations in a corporate setting.
  - a) Managing corporate reputation
  - b) Driving sales
  - c) Creating advertisements
  - d) Handling production
- (ix) Relate the concept of lobbying to public relations.
  - a) Influencing policy decisions
  - b) Creating advertisements

- c) Conducting market research  
 (x) Which PR strategy is effective for building employee morale?  
 a) Internal communication and engagement  
 c) Market research  
 (xi) Compare the effectiveness of digital vs. traditional advertising.  
 a) Digital allows for targeted reach; traditional offers broad exposure  
 c) Digital is more visual; traditional is more text-based  
 (xii) Interpret the role of ethics in advertising practices.  
 a) Ethics ensure truthful and responsible communication  
 c) Ethics only affect PR, not advertising  
 (xiii) Find the most common goal of advertising in a marketing plan.  
 a) Increasing brand awareness  
 c) Improving employee satisfaction  
 (xiv) Define the scope of advertising in relation to marketing.  
 a) Advertising is a tool used to achieve marketing goals  
 c) Advertising focuses on internal communications only  
 (xv) Identify where does effective media planning typically focus its efforts?  
 a) On reaching the target audience efficiently  
 c) On creative design only  
 d) Managing employee relations  
 b) External advertising  
 d) Product development  
 b) Digital is less expensive; traditional is more interactive  
 d) Digital has higher engagement; traditional has lower  
 b) Ethics are not relevant to advertising  
 d) Ethics limit creative freedom  
 b) Reducing production costs  
 d) Enhancing internal processes  
 b) Advertising is independent of marketing  
 d) Advertising handles product development  
 b) On increasing production costs  
 d) On handling internal PR communications

### Group-B

2. How can you utilize media coverage in PR? (3)
3. How can you solve issues in PR crisis management? (3)
4. What assumptions are often made in media planning? (3)
5. How do you disprove the belief that PR is less impactful than advertising? (3)
6. How do you assess the risks in crisis PR? (3)

How do you award creative advertising ideas in a campaign? (3)

7. Assume the role of a PR professional working in the government sector. What unique challenges might you face compared to the private sector? (5)
8. Agree or disagree: Media relations are more crucial for PR than advertising. Justify your stance. (5)
9. Judge the effectiveness of advertising evaluation techniques in new media compared to traditional media. (5)
10. Mark the key milestones in the evolution of PR organizations like PRSI and their impact on the industry. (5)
11. Measure the impact of advertising budget allocation on campaign success. (5)
12. Deduct the factors that influence media planning decisions in PR campaigns. (5)

Defend the use of humor as an advertising appeal in serious industries like healthcare or finance. (5)