



BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – B.Sc.(MSJ)-Hons-2021
Course Name – Advertising & PR
Course Code - BMSJC401
(Semester IV)

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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) Identify the "father" of "Indian advertising" from the following options?
a) Alyque Padamsee
b) Piyush Pandey
c) R.Balki
d) Prahlad Kakkar
- (ii) Select the free form of promotion from the following list
a) Advertisement
b) Publicity
c) Personal Selling
d) Marketing
- (iii) Creating image of product in the minds of a target group is called? Choose from the following list.
a) Marketing
b) Positioning
c) Branding
d) Popularising
- (iv) The process of purchasing space in a media is known as? Select from the following options.
a) Media Spacing
b) Media Scheduling
c) Media Purchasing
d) Media Buying
- (v) Demonstrating the need for and encouraging the public to support an organization, primarily through financial contributions is known as
a) Community Relations
b) Corporate Social Responsibility
c) Fund-Raising
d) Development Communication
- (vi) Identify what is called as a series of advertisement messages that share a single idea or theme is
a) Advertisement Campaign
b) Advertisement Group
c) Advertisement Cluster
d) Advertisement Series
- (vii) The content and context of a message contained in an advertisement can be interpreted as?
a) Ad copy
b) Script
c) Body
d) Advertising appeal

- (viii) A hard sell advertisement has to have?
a) Direct sell approach
b) Usage of insistent language
c) Aggressive Methods
d) All of the above
- (ix) _____ is a measure of attachment that a consumer has to a brand.
a) Brand loyalty
b) Brand association
c) Brand Equity
d) Brand awareness
- (x) An advertising copy containing technical specifications of product is known as
a) Descriptive copy
b) Narrative copy
c) Scientific copy
d) Topical copy
- (xi) An individual's collective representation of past images of an organisation established over time is known as
a) Corporate Identity
b) Corporate Image
c) Corporate Goals
d) Corporate Reputation
- (xii) Today PR have emerged as a _____ communication network
a) Global
b) National
c) Multinational
d) None of these
- (xiii) In order to improve community relations, PR would _____
a) Support social an educational programs.
b) Send customers their newsletter and magazine
c) Achieve visibility among potential investors and financial analysts
d) Go for relocation and mergers
- (xiv) Public Relations is a process that builds.....between organisation and its
a) Strategic communication, mutually beneficial relationships, publics
b) Strategic communication, mutually beneficial relationships, public
c) Mutual relationship, beneficial relationship, communication
d) Mutually beneficial relationships, strategic communication, publics
- (xv) Accuracy is not important in
a) Press Agent Model
b) Public Information Model
c) Symmetrical Model
d) Asymmetrical Model

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write a short note on Public Affairs. (3)
3. Write a note on creative brief. (3)
4. In the public relations field, what are the most common threats to a client-firm relationship. (3)
- Discuss
5. Distinguish between internal and external communication (3)
6. Your company has organized a blood donation camp in which over 500 employees with a few of the top level managers donated blood. Prepare a suitable press release on this occasion. (3)

OR

- Explain different components of a print advertisement copy. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Distinguish between the four models of PR? (5)
8. How can effective crisis communication help an organization during a crisis? (5)
9. Develop a press release for a launch of a new smartphone. (5)
10. Explain the organisation structure of an advertising agency. (5)
11. Write the various kinds of advertising appeals. Give examples of each. (5)

12. Design a public relations campaign for the launch of a new clothing line.

(5)

OR

Develop an advertising campaign plan for a toothpaste brand.

(5)

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