

TERM END EXAMINATION- JUNE, 2019
P.G Diploma in Media Management (PGDMM)
Advance Diploma in Media Management (ADMM)
Diploma in Media Management (DMM)
Certificate in Media Management (CMM)

Course Code
MM-03

Public Relations, Advertising & Media Management

Time- 3 Hours

Full marks- 100

*(Answer All the questions form Group-A , any five questions from Group - 'B',
any four questions from Group - 'C' and any two questions from Group - 'D')*

GROUP – 'A'

Q. No 1. Answer all the questions, each within one or two sentences **(Marks: 1 X 10 = 10)**

- a) What is the definition of public relations?
- b) What is the full form of PRSI?
- c) What is FAM trip?
- d) What do you mean yellow pages?
- e) Explain surrogate advertising with one example.
- f) What is target audience in Advertising?
- g) Who heads the government public relations department in a District?
- h) Are advertising and marketing one and the same?
- i) Which ministry in India regulates media?
- j) Are display and classified advertisements one and the same?

GROUP – 'B'

Q. No 2. Answer any five questions, each within 100 words **(Marks: 5 X 5 = 25)**

- a) Why is Advertising important for customers?
- b) What is Corporate Social Responsibility?
- c) Write a short note on Paid News.
- d) What is Cross Media Ownership?
- e) Explain the roles and objectives of Public Relations.
- f) Define special supplement. What is its importance?

GROUP – 'C'

Q. No 3. Answer any four questions, each within 200 words **(Marks: 10 X 4 = 40)**

- a) Explain media relations. Illustrate your answer.
- b) Differentiate between advertising and public relations.
- c) Explain Right to Privacy as specified in Indian Constitution.
- d) What are the roles of media in promoting advertisements?
- e) What are the functions and effects of advertisements?
- f) Explain Corporate Communications.

GROUP – 'D'

Q. No 4. Answer any two questions, each within 250 words. **(Marks: 12.5 X 2 = 25)**

- a) Write a press release to the editor of a newspaper detailing the measures that your organisation has taken to provide relief to the cyclone affected people of your state.
- b) What is an advertising agency? What are the different departments of an advertising agency?
- c) What are the different sources of revenue for a television channel?