



QP CODE: 25019897

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) ) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY  
CHANCE EXAMINATIONS, FEBRUARY 2025**

**Fourth Semester**

B.A English Language and Literature Model II Journalism

**Vocational Course - EN4VOT10 - PUBLIC RELATIONS AND ADVERTISEMENT**

2017 Admission Onwards

615EF5E2

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Explain PR as the social philosophy of the management.
2. What is public opinion?
3. Explain community relations.
4. Explain the role of Director of field publicity.
5. Explain the link between Code of Athens and Universal Declaration of Human rights.
6. What is evaluation in PR campaign?
7. Two way communication is inherent in PR. Explain.
8. PRO should have knowledge about all the media. Explain.
9. What is PSA (Public Service Announcement)?
10. What is copy in advertising?
11. Explain the role of client service department in an advertising agency.
12. What is surrogate advertising?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Discuss Barnay's theoretical formulations on PR.
14. Distinguish between investor relations and development.
15. Public sector accountability is more scientific than private sector accountability. Explain.
16. Discuss the mandate of PRSI.
17. Discuss the aims and objectives of house journals.
18. Explain the functions of headline and body copy in a print advertisement.
19. Describe heavy users, medium users and light users of products.
20. Explain image differentiation as a positioning strategy with suitable examples.
21. Explain the process of media research.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. PR is weak propaganda that seeks communicative advantage for the clients. Analyse.
23. Write an essay on PR ,government and role of media.
24. Trace the history of advertising through different phases.
25. Describe the various steps involved in the planning of an advertising campaign.

(2×15=30)

