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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 13 – 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** Media Studies | **Program:** BA - JMC |
| **Course Code :** BAJ1016  | **Course Name :** Introduction to Advertising and Public Relations |
| **Semester**: I | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **26** | **26** | **24** | **24** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** |
| **1** | Briefly explain the concept of advertising as a social process. | **2 Marks** | **L2** | **CO1** |
| **2** | Differentiate between traditional and digital advertising. | **2 Marks** | **L2** | **CO1** |
| **3** | Mention one key provision of the Drugs and Magic Remedies Act of 1954. | **2 Marks** | **L1** | **CO2** |
| **4** | What is meant by "objectionable advertisements"? | **2 Marks** | **L3** | **CO2** |
| **5** | Define conflict theory in PR. | **2 Marks** | **L2** | **CO3** |
| **6** | Mention one tool of public relations. | **2 Marks** | **L1** | **CO3** |
| **7** | What are the ethical issue in PR. | **2 Marks** | **L3** | **CO4** |
| **8** | What does the IPRA code focus on? | **2 Marks** | **L2** | **CO4** |
| **9** | List three types of advertising. | **2 Marks** | **L1** | **CO1** |
| **10** | Define the ASCI Code. | **2 Marks** | **L2** | **CO2** |

**Part B**

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| **Answer the Questions Total 80 Marks.** |
| **11.** | **a.** | Analyze the impact of digital advertising on traditional marketing methods. | **20 Marks** | **L3** | **CO1** |
| **Or** |  | What are the key characteristics that define effective advertising? |
| **12.** | **a.** | Explain the role of consumer behavior in shaping advertising strategies. | **20 Marks** | **L1** | **CO1** |
|  |  |  |  |  |  |
| **13.** | **a.** | Discuss the impact of the Cable Television Networks Rules 2006 on advertising content. | **20 Marks** | **L2** | **CO2** |
| **or** |
| **14.** | **a.** | Analyze the role of government regulations in protecting consumers from false advertising. | **20 Marks** | **L1** | **CO2** |

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| **15.** | **a.** | Explain the structural-functional theory in the context of PR. | **20 Marks** | **L3** | **CO3** |
| **Or** |
| **16.** | **a.** | Evaluate the role of PR in modern organizations. | **20 Marks** | **L2** | **CO3** |

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| **17.** | **a.** | Discuss the role of research in planning and executing PR campaigns. | **20 Marks** | **L2** | **CO4** |
| **Or** |
| **18.** | **a.** | Explain the tools of PR and their applications in modern practices. | **20 Marks** | **L1** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***