Roll No											

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Odd Semester End Term Examination

Date: 10/12/2025 **Time:** 09.30 AM - 12.30 PM

Course Code: MDS1206	**Course Name:** Introduction to Advertising, Public Relation & Communication Management	
Semester: I SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	25	25	45	35

Instructions:

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

Part A: Answer Following Questions. 30M

Qn.	Questions	M	CO	BT
1	Explain the concept and scope of advertising.	5.0	CO1	BT2
2	Summarize the contributions of Ivy Lee to the development of PR.	5.0	CO1	BT2
3	Identify any three types of advertising with suitable examples.	5.0	CO1	BT3
4	Analyze the AIDA model using a recent ad campaign example.	5.0	CO2	BT4
5	Evaluate the importance of press releases as a PR tool.	5.0	CO3	BT5
6	Create a simple internal communication message announcing an employee training workshop.	5.0	CO4	BT6

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT
7	Explain the 5M's of advertising with relevant examples.	10.0	CO1	BT2
8	Analyse the role of target audience identification in Ad–PR planning.	10.0	CO2	BT4
9	Examine the relevance of AIDA, DAGMAR, and the Hierarchy of Effects models in modern advertising.	10.0	CO2	BT4
10	Evaluate the effectiveness of the RACE model in modern PR practice.	10.0	CO3	BT5
11	Judge the importance of professional bodies like PRSI, IPRA, ASCI, AAAI in ensuring ethical Ad–PR practices.	10.0	CO3	BT5

12	Create a basic outline for an internal communication plan to improve employee engagement in an organisation.	**10.0**	**CO4**	**BT6**

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Evaluate the relationship between PR tools, media relations, and organisational reputation. Give suitable examples.	**20.0**	**CO3**	**BT5**
14	Create a strategic communication plan for a brand of your choice that includes internal communication, stakeholder mapping, CSR integration, and external communication strategies.	**20.0**	**CO4**	**BT6**