Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
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PRESIDENCY UNIVERSITY

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

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: MDS1206 **Course Name:** Introduction to Advertising, Public Relation & Communication Management

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	25	60

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Describe the nature and scope of Public Relations.	5	CO1	BT1
2	Explain Commercial, Institutional, and Social advertising.	5	CO1	BT2
3	Discuss the role of advertising and Public Relations in marketing and branding.	5	CO1	BT2

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Explain the five M’s of advertising with suitable examples	10	CO1	BT2
5	Analyse the role of traditional and digital media in advertising.	10	CO2	BT4
6	Explain the Hierarchy of Effects model in advertising with suitable examples	10	CO2	BT2

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	Discuss the process of advertising planning and media planning in an advertising campaign.	20	CO2	BT2
8	Explain the concept and importance of Integrated Marketing Communication (IMC).	20	CO2	BT5