



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2023**

Semester : Semester I - 2022

Course Code : BAJ1016

Course Name : Sem I - BAJ1016 - Introduction to Advertising and Public Relation

Program : BA Journalism and Mass Communication

Date : 13-JAN-2023

Time : 9.30AM - 12.30AM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART A

ANSWER ALL THE FOLLOWING QUESTIONS

15 X 2 = 30M

1. Digital advertising is done on?
a) Digital platform like Social Media, LinkedIn, SEO, Podcasts & YouTube (CO1) [Knowledge]
b) Print Newspaper
c) Magazine
d) None of the above
2. Who said "Advertising is the means of mass selling?"
a) Webster (CO1) [Knowledge]
b) American marketing association
c) Gardner
d) Indian marketing association
3. Print Media is
a) Newspaper-Print version (CO1) [Knowledge]
b) Facebook
c) Instagram
d) All of the above

4. Social Media consists of
a) Face Book (CO1) [Knowledge]
b) WhatsApp
c) Twitter
d) All of the above
5. What is advertising?
a) Publicity (CO2) [Knowledge]
b) Sales promotion
c) Paid information
d) All the above
6. What is CSR
a) Corporate Social Responsibility (CO2) [Knowledge]
b) Corporate Sales Rights
c) Corporate Story Rights
d) All the above
7. Public relations professionals interact with which groups
a) Employees (CO2) [Knowledge]
b) Stakeholders
c) Customers
d) All the above
8. Can we do publicity and sales promotion on Social Media?
a) Yes, we can (CO2) [Knowledge]
b) Sometimes
c) Never
d) I am not sure
9. Public Relations components are?
a) Planned effort (CO3) [Knowledge]
b) Involving people
c) Establish relations
d) All the above
10. Advertising educates the people on
a) New products (CO3) [Knowledge]
b) Its Uses
c) Utility
d) All the above
11. Full form of PR is
a) Panchayat Raj (CO3) [Knowledge]
b) Personal Relation
c) Personal Rapport
d) Public Relations

12. Which is more effective than paid advertising
a) Public Relations (CO3) [Knowledge]
b) Social Media
c) Print Media
d) None of these
13. What is the planned and sustained effort to establish and maintain goodwill and understanding between an organization and its publics?
a) Public relations (CO4) [Knowledge]
b) Public
c) Relation with company
d) Relation with people
14. PR communication is to be honest and sincere
a) Do not agree (CO4) [Knowledge]
b) Sometimes agree
c) Statement is wrong
d) I agree
15. Media play an important role in Public Relations Management.
a) I agree (CO4) [Knowledge]
b) Sometimes agree
c) Statement is wrong
d) I don't agree

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

8 X 5 = 40M

16. If advertising is paid form of communication discuss its merit?
(CO1) [Comprehension]
17. Write on CSR advertising? give examples of organization you know?
(CO1) [Comprehension]
18. What is product advertising and service advertising explaining briefly with examples?
(CO2) [Comprehension]
19. Is Consumer protection Bill, Drugs and Magic Remedies (objectionable Advertisements) is effective in India? give opinion
(CO2) [Comprehension]
20. What is public relations? and how important it is in organization
(CO3) [Comprehension]
21. Is CSR advertising or PR work for publicity or serving society, give examples of organisation you know?
(CO3) [Comprehension]
22. Name some of the social media names and its uses?
(CO4) [Comprehension]
23. What is a social media press release should be like?
(CO4) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

- 24.** List out some of the challenges that Public Relation specialist are facing? Why do you think companies or people need PR?
(CO3) [Application]
- 25.** Your company has organized a blood donation camp in which over 500 employees with a few of the top-level managers donated blood. Prepare a suitable press release on this occasion. Explain the objectives of Public Relations
(CO4) [Application]
