

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester I - 2023

**Course Code :** BAJ1016

**Course Name :** Introduction to Advertising and Public Relation

**Program :** BA Journalism and Mass Communication

**Date :** 1<sup>st</sup> -JAN-2024

**Time :** 1:00 PM - 4:00 PM

**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.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**4X5M=20M**

1. Select an Indian company that has effectively adapted to digital advertising trends. Describe the digital platforms or strategies it employs and the impact on its market reach.  
(CO1) [Knowledge]
2. Discuss the significance of effective PR in today's business environment  
(CO1) [Knowledge]
3. Discuss the impact of celebrity endorsements in Indian advertising, citing a notable example of a company that successfully utilized a celebrity to enhance its brand image.  
(CO2) [Knowledge]
4. What is advertising and its uses and give definition of advertising  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5X10M=50M**

5. Explain the role and functions of Public Relations (PR) in a business context. Highlight two key principles that guide effective PR strategies and provide examples of tools commonly used in PR campaigns. In your opinion, how can a well-executed PR plan contribute to the overall success of an organization?  
(CO3) [Comprehension]

6. How does effective promotion management contribute to the overall success of a Public Relations (PR) campaign? Provide two examples of strategic promotion planning that positively impacted an organization's image.
- (CO3) [Comprehension]
7. list and briefly describe three essential tools commonly used in PR campaigns. Explain how these tools help in disseminating information and shaping public perception.
- (CO3) [Comprehension]
8. **Functions of Public Relations:**
- Enumerate and explain three key functions of PR in the corporate sector. Illustrate each function with a brief real-world example to highlight its practical application.
- (CO3) [Comprehension]
9. Analyze a real-life case where a consumer in India faced issues with a product or service, and explore how the Consumer Protection Act was invoked to address the concerns. Highlight the key aspects of the case, including the resolution and its impact on consumer rights.
- (CO4) [Comprehension]

### PART C

**ANSWER ALL THE QUESTIONS**

**2X15M=30M**

10. Describe Influencer marketing and write what **Impact of Influencer Marketing will have on people ?**
- (CO5) [Application]
11. **Types of Advertising:**
- Identify and briefly explain three major types of advertising (e.g., print, radio, online).
  - Compare the target audience, reach, and effectiveness of two different types of advertising.
  - Discuss a recent trend in advertising and its implications for the industry.
  - Provide examples of companies that have effectively utilized various types of advertising to achieve their marketing goals.
- (CO5) [Application]