

PUBLIC RELATION & ADVERTISING

H-3- BMCA (5)

2013

Time : 3 hours

Full Marks : 100

Candidates are required to give their answers in their

Own words as far as practicable.

The questions are of equal value.

*Answer any **five** questions.*

- 1. What is advertising ? Describe its importance in effective marketing.**
- 2. In what ways does advertising contribute to effective marketing? Give the common methods of measuring effectiveness.**
- 3. What factor should be taken into account while selection a suitable media of advertisement? Explain.**
- 4. How would be combat the arguments that advertising is untruthful, wasteful and unnecessary specially in the present economic in India? Discuss.**
- 5. Explain the principle of effective advertising.**
- 6. Describe in brief the different methods of evaluation of advertising effectiveness.**
- 7. Explain the essential qualities of a good advertising copy.**
- 8. Explain the advertising agency and its necessities.**
- 9. What do you mean by public Relation? Explain nature and importance of public Relation.**

10. Write short notes on any two of the following :

- (a) Advertising and social responsibility**
- (b) Limitation of advertising**
- (c) Advertising Budget**
- (d) Advertising on Television.**