

**2014**

*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 do you mean by advertising ? Explain the objectives and importance of advertising.**
- 2. Elaborate the various mediums used in advertising.**
- 3. Explain the social responsibilities of advertising.**
- 4. Explain the ethical issues in advertising.**
- 5. Discuss the economic issue in modern advertising.**
- 6. What do you understand by public relations? Throw light on the importance of public relations in modern online business.**
- 7. Explain the nature of public relations in industry.**
- 8. What is the need of public relation in international scenario.**
- 9. Discuss the essential qualities of a good advertising copy.**
- 10. Write short notes on any two of the following :**
  - (a) Advertising effectiveness**
  - (b) Advertising agency.**
  - (c) Principal of advertising**
  - (d) Internet.**