2 0 2 1

(July)

MEDIA TECHNOLOGIES

(Honours)

(Advertising and Public Relations)

[MT–602]

(Under Revised Syllabus)

Marks : 55

Time : 3 hours

The figures in the margin indicate full marks
for the questions

SECTION—I

(*Marks* : 10)

1. Write short notes on the following : 2½×4=10

   (a) USP and Click-bait

   (b) 'Reactive' and 'proactive' strategies in damage control

   (c) Benefits of cause-related marketing

   (d) Internet interventions

SECTION—II

(*Marks* : 45)

2. What is the role of a creative director in an advertising agency? What skills do you need to join the client-servicing department of an ad agency? 5+6¼=11¼

   Or

   Explain in detail how 'humour' and 'music' can be used as important 'appeals' in advertising. 11¼

3. What are the key aspects of the consumer's personality that influence either their buying behaviour or their interest in advertising messages? Explain how 'contrast' and 'novelty' play an important role in designing ads/branding. 6¼+5=11¼

   Or

   How are 'cinemagraphs' and 'instagram influencers' being used as latest marketing trends today? What do you understand by the concept of 'humanized brands' and 'extreme marketing'? Enumerate some tips and tricks that can be used in social media marketing. 3+3¼+5=11¼

4. Define public relations. Who are the internal and external stakeholders of a company?

<div align="right">1¼+10=11¼</div>

Or

Explain in detail the key skills needed in becoming a public relations professional.   11¼

5. What is the importance of corporate communication? List the differences between public relations and corporate communication.   6¼+5=11¼

Or

Enumerate the important points to remember while drafting a press release.   11¼

★ ★ ★