

6/H-82 (xv) (Syllabus-2018)

2 0 2 3

(May/June)

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*

1. Write short notes on the following : $2\frac{1}{2} \times 4 = 10$
 - (a) Marketing mix
 - (b) Trends affecting markets
 - (c) Consumer clusters according to Lynn Kable
 - (d) Maslow's hierarchy of needs and wants

2. Write a note on different professional positions in advertising. What are their roles?

11¼

Or

Discuss the various legal and ethical issues that arise in advertising.

3. Highlight the changes that social media has brought about in the field of advertising. 11¼

Or

Write a note on Target Group Segmentation. How is it effectively used by advertisers?

4. Briefly describe some key highlights in the history of Public Relations in India. 11¼

Or

Critically discuss public opinion and the stakeholder system.

5. What is corporate communication? Describe the different components of corporate communication. 11¼

Or

Explain the differences between Advertising and Public Relations, highlighting why both are required by organisations /institutions/influential persons. 11¼
