

**2 0 2 2**

( February )

**MEDIA TECHNOLOGIES**

( Honours )

**( Advertising and Public Relations )**

( MTH-301 )

Marks : 56

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

**1.** Write short notes on the following : 3×4=12

(a) AIDA

(b) DAGMAR

(c) USP

(d) Public relations

**2.** What phases in the development of advertising history are referred to as the 'creative revolution' and the 'positioning era'? 11

*Or*

What are some interesting direct marketing techniques?

**3.** What are the various components of a print ad? 11

*Or*

What are the advantages and disadvantages of advertising in newspapers?

**4.** What is the difference between public relations and corporate communications? 11

*Or*

What are the basic points to remember while making a press release?

**5.** How is public relations used in political campaigns? 11

*Or*

What is the role of public relations in crisis management?

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