

Odd Semester, 2020

(Held in March, 2021)

MEDIA TECHNOLOGIES

(Honours)

(MTH-301)

(Advertising and Public Relations)

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) Corporate communications
- (c) DAGMAR
- (d) Publicity

2. Define advertising. Write a brief account on the creative revolution and the positioning era in advertising history. 2+9=11

Or

Write a brief account on how the first advertising agency came into being. 11

3. Describe in detail the Maslow's hierarchy of needs and its significance in understanding consumer behaviour. 11

Or

What is a target group segment? What are the variables that help to identify a target group segment for an advertising strategy?

4. Briefly enumerate the important points to remember while making a press release. 11

Or

What are the important points to remember while conducting a press conference?

5. Write an essay on the role of public relations in political and election campaigns. 11

Or

Write an essay on newspapers as a traditional medium of advertising.

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