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Paper Code :DMJ-105

Roll No.

M.A. (JMC)-5

1st Year Examination, Academic Batch 2017-18

Public Relation & Advertising

Time : 3 Hours]

[Max. Marks : 100

Note. Attempt any Five questions. All questions carry equal marks.A

Q.1 What is Public Relation? Describe brief history of Public Relation.

tul idZD;k gA Hkjr eatul idZdsbfrgkl dk I fMr eao.ku dhft ,A

Q.2 Explain and define Advertising and types of advertising?

foKkiu dh ifjHk'k nrsqg mudsfofHku idZkjladk I foLrkj o.ku dhft ,A

Q.3 Discuss and define, tools & methods of Public relations?

tul idZdsmi dj.kavlg fof/k; ladsckjseapplk dhft ,A

Q.4 Describe brief history of advertising in India.

Hkjr eafokkiu dsbfrgkl dk I fMr eao.ku dhft ,A

Q.5 Write short notes:- ¼ fMr fVli.kh djlk½

(a) Media Planning ¼efM;k lykux½

(b) Publicity ¼pkj½

Q.6 Discuss the basic difference between public relation and journalistic writing.

tul idZvlg i=dkjrk dsy{ku eaeu vrj dlscrib ,A

Q.7 'Advertising is an Art', explain and define.

foKkiu ,d dyk g\$ I fMr foopuk dhft ,A

Q.8 Discuss the main functions of Public Relation mark's person?

tul idZdrkZ ds dk; kZ dh foopuk dhft ,A