

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: BAJMC(Hons.)	Date	: /02/2026
Subject Code	: BAJMCMJ-303	Time	: 11:30am to 01:45pm
Subject Name	: Advertising and Public Relation	Duration	: 02.15 Hours
		Max. Marks	: 70

Q -1 Define Advertising. Explain its role and impact on modern society. **14**

OR

What is Public Relations (PR)? Explain the tools and techniques used in PR.

Q -2 Discuss the functions and responsibilities of a PR Officer in an organization. **14**

OR

Explain the role of 'Press Releases' and 'Press Conferences' in Public Relations.

Q -3 What is an Advertising Agency? Explain its structure and various departments. **14**

OR

Discuss the Ethics in Advertising and the role of ASCI (Advertising Standards Council of India).

Q -4 **Write Short Notes (Any Two)** **14**

1. Corporate Social Responsibility (CSR)
2. Target Audience and Consumer Behavior
3. Difference between PR and Propaganda
4. Crisis Management in PR

Q -5 **Choose the correct option and write the answer.** **14**

- 1 The main objective of advertising is:
(A) Entertainment (B) Persuasion (C) Hiding facts (D) Social Service
- 2 Which of the following is a tool of Public Relations?
(A) Press Release (B) Billboard (C) Radio Spot (D) Cinema Ad
- 3 ASCI stands for:
(A) Advertising Standards Council of India (B) All Social Council Info
(C) Advt. Society of India (D) None
- 4 A paid form of non-personal communication is:
(A) PR (B) Advertising (C) Publicity (D) Sales Promotion
- 5 'Crisis Communication' is a part of:
(A) Production (B) Public Relations (C) Finance (D) Printing
- 6 'PR' stands for:
(A) Public Report (B) Press Release (C) Public Relations (D) Private Relations
- 7 What is the main tool of Public Relations?
(A) Strike (B) Press Release (C) Conflict (D) Secrecy
