

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

Course	: Certificate/Diploma course	Date	: 06/03/2026
Subject Code	: DJMC/CJMC – 02	Time	: 11:30am to 01:45pm
Subject Name	: Advertising & Public Relation	Duration	: 2.15 Hours
		Max. Marks	: 70

Q-1 Define 'Advertising' and discuss its various types and functions in the modern market. **14**

OR

Explain the organizational structure of an Advertising Agency and the roles of its key departments.

Q-2 What is 'Public Relations' (PR)? Explain the process of PR (RACE - Research, Action, Communication, Evaluation) in detail. **14**

OR

Discuss the importance of 'Corporate Communication' and its role in building a company's brand image.

Q-3 Describe the various media used for advertising (Print, Electronic, and Digital). Discuss their advantages and limitations. **14**

OR

Explain the tools of Public Relations such as Press Releases, Media Kits, and Press Conferences.

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

1. Ethics in Advertising.
2. Difference between PR and Publicity.
3. Social Media as a PR Tool.
4. Role of PRO (Public Relations Officer).

Q-5 **Select the correct option from the following questions. (Two marks each)** **14**

1. Which of the following is considered the 'father of modern advertising'?
(A) David Ogilvy (B) Albert Lasker (C) Philip Kotler (D) Ivy Lee
2. The primary goal of Public Relations is to build:
(A) Sales (B) Mutual Understanding (C) Conflict (D) Noise
3. A 'Press Release' is written in which format?
(A) Chronological (B) Narrative (C) Inverted Pyramid (D) Circular
4. Advertising that promotes a social cause is called:
(A) Commercial Ad (B) PSA (Public Service Announcement)
(C) Political Ad (D) Retail Ad
5. Which department in an ad agency is responsible for buying space in newspapers?
(A) Creative Dept (B) Media Dept (C) Accounts Dept (D) Production Dept
6. 'CSR' stands for:
(A) Company Social Role (B) Corporate Social Responsibility
(C) Creative Social Reform (D) Common Service Rate
7. An unscheduled PR activity triggered by a negative event is called:
(A) Event Management (B) Crisis Management
(C) Media Planning (D) Branding