

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

Course	: MA JMC	Date	: 03/03/2026
Subject Code	: MA JMC-16/MJMC-016	Time	: 03:00pm to 05:15pm
Subject Name	: Introduction to Advertising, Public Relations & Communications	Duration	: 02.15 Hours
			Max. Marks : 70

Q-1 What is Advertising? Explain the 'AIDA' model and its significance in the advertising process. **14**

OR

Discuss the various types of Advertising Agencies and their internal structure.

Q-2 Define Public Relations (PR). Differentiate between PR, Publicity, and Propaganda. **14**

OR

Explain the role of a PR professional in building a brand image and managing a crisis.

Q-3 What is Corporate Communication? Explain the importance of 'Internal Communication' within an organization. **14**

OR

Discuss the concept of Corporate Social Responsibility (CSR) and its impact on a company's reputation.

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

1. Social Media as a PR tool
2. Ethics in Advertising
3. Media Relations in Corporate Communication
4. USP (Unique Selling Proposition)

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

1. The first stage of the AIDA model is:
(A) Action (B) Interest (C) Attention (D) Desire
2. Which is an example of an 'Earned Media' tool?
(A) TV Commercial (B) Press Release
(C) Banner Ad (D) Paid Promotion
3. Communication between a company and its employees is:
(A) External (B) Internal (C) Global (D) Interpersonal
4. ASCI stands for:
(A) Advertising Standards Council of India (B) All Service Council
(C) Asian Social Center (D) None
5. A company's logo, name, and design together form its:
(A) Revenue (B) Corporate Identity (C) Liability (D) Strategy
6. 'Spin Doctor' is a term sometimes used for:
(A) Ad Designer (B) PR Professional (C) Printer (D) Accountant
7. Direct-to-consumer communication via email is part of:
(A) Mass Media (B) Direct Marketing (C) Print Media (D) Radio
