

INDIRA UNIVERSITY, PUNE

SET-1

SCHOOL OF LIBERAL ARTS- MAJMC

Backlog Examination (2025 Pattern) April – 2026 - Semester – I

Subject Name: Principles of Advertising & public Relations
Subject Code: 25MMC166T

Max Marks 50
Time: 2:30 Hrs.

Instructions

- Instructions 1 All questions are compulsory
- Instructions 2 Figures to the right indicate full marks

CO #	Cognitive Ability	Course Outcome
CO1	Understand	Understand and define key concepts, objectives, and evolution of advertising and public relations.
CO2	Analyze	Analyze various types and forms of advertising and PR in different media.
CO4	Apply	Apply techniques for audience analysis, message development, and media planning.
CO5	Examine	Examine ethical, legal, and regulatory frameworks governing advertising and PR.

Q1.	Solve any 1 out of 2 Questions: A) Explain AIDA(R) model in advertising? B) Explain the process of advertising	(10Marks) CO1 CO1
Q2.	Solve any 1 out of 2 Questions: A) What are functions of PR? B) What is PRSI, its functions and Code of Conduct?	(10 Marks) CO2 CO2
Q3	Solve any 1 out of 2 Questions: A) What are objectives of PR? B) What is a Press Kit and when is it used?	(10 Marks) CO4 CO4
Q4	Solve any 1 out of 2 Questions: A) What is the role of PR in Public Service and Social Campaigns? B) What is Influencer Marketing?	(10 Marks) CO5 CO5
Q5	Solve any 1 out of 2 Questions: A) Explain Media Buying with example? B) Elaborate any two cases studies for successful and failure Advertisement campaign	(10 Marks) CO4 CO4

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