

INDIRA UNIVERSITY, PUNE

SCHOOL LIBERAL ARTS- MAJMC

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Practices of Advertising & Public Relation
Course Code: 25MMC266T

Max. Marks: 50
Time: 2.30 Hrs.

Instructions

- Instructions 1: Please do not write anything else on the question paper other than your roll number.

Q1.	Attempt any 2 out of 3 questions: a. What is the purpose of a newsletter? b. Define media budget. c. Mention any two roles of a PR agency.	(10 Marks)	CO4
Q2.	Solve any 1 out of 2 Questions: a. Prepare a media advisory for a press conference event. b. Explain with examples in detail about the factors affecting media planning.	(10 Marks)	CO6
Q3.	Solve any 1 out of 2 Questions: a. Design a newsletter for an organization highlighting its recent achievements. b. Explain in detail about the departments working in an advertising agency.	(10 Marks)	CO5
Q4.	Solve any 1 out of 2 Questions: a. Prepare a strategy for a CEO dealing in a crisis situation. b. Write in detail about the need for and importance of a public relation for any company.	(10 Marks)	CO3
Q5.	Solve any 1 out of 2 Questions: a. Explain the need for creativity to plan an advertisement for a product launch. b. Design an integrated PR campaign for any fictitious brand.	(10 Marks)	CO6
