

INDIRA UNIVERSITY, PUNE

SET-2

SCHOOL OF LIBERAL ARTS- MAJMC

Term End Examination (2025 Pattern) December – 2025 - 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: (10Marks) A) Explain the process of advertising? B) Explain different types of advertising with examples?	CO1 CO1
Q2.	Solve any 2 out of 3 Questions: (10 Marks) A) What is PRSI, its functions and Code of Conduct? B) Elaborate the structure and roles of Advertising Agency?	CO2 CO2
Q3.	Solve any 2 out of 3 Questions: (10 Marks) A) What is a Press Kit and when is it used? B) What are objectives of PR?	CO4 CO4
Q4	Solve any 2 out of 3 Questions: (10 Marks) A) How can we compare or converge Advertising and PR? B) What is Influencer Marketing?	CO5 CO5

Q5	Solve any 2 out of 3 Questions: (10 Marks) A) What ethics should be followed in advertising and PR? B) What are functions of PR?	CO2 CO2
----	---	----------------

