

ST. JOSEPH’S UNIVERSITY, BENGALURU -27

MA ADVERTISING AND PUBLIC RELATIONS – I SEMESTER

SEMESTER EXAMINATION: OCTOBER 2023

**(Examination conducted in November /December 2023)**

APR 7322: ADVERTISING: PRINCIPLES AND CONCEPTS

(For current batch students only)

**Time: 2 Hours Max Marks: 50**

This paper contains ONE printed page and TWO parts

PART A

Write short notes on any FIVE of the following in 100 words each. (5X6=30)

1. Outdoor advertising

2. Guerilla advertising

3. Retail ad vs institutional ad

4. Advertising vs publicity

5. Advertising Standards Council of India

6. Integrated marketing communication

7. Media department in an ad agency

PART B

Answer any TWO of the following in 300 words each. (2X10=20)

8. Based on the case studies you have read, critically analyze any ONE of the following:

(a) Coca cola’s rural marketing strategy

OR

(b) Real beauty sketches from Dove’s Campaign for Real Beauty

9. Explain how an ad agency should deliver an appropriate level of overall service to its client.

10. Discuss the importance of the relationship between a brand and its creative department. Cite   
 suitable examples.

11. Elucidate how an ad agency earns its money. What are the factors that influence income

and costs?

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