



Register Number:

Date: 21-11-2020

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MA ADVERTISING AND PUBLIC RELATIONS – III SEMESTER
SEMESTER EXAMINATION: NOVEMBER 2020
APRPDS 9319: ACCOUNT MANAGEMENT

Time- 2½ hrs

Max Marks- 70

I. Answer ANY FOUR questions (5 x 4=20)

1. What is an agency's role in understanding the client brief?
2. What is the objective of Account Management?
3. Describe the hierarchy of a team in any PR agency.
4. What is Daily Media Monitor? Explain with a format.
5. Explain different kinds of media in PR with examples.

II. Answer ANY TWO questions(15 x 2= 30)

6. Explain the role of an Assistant Manager.
7. Explain the different steps involved in drafting a PR proposal. Cite example.
8. Explain the role of an Account Executive.

III. Answer ANY TWO questions(10 x 2=20)

9. Explain ways of ensuring a healthy client relationship.
10. How can a PR manager demonstrate the value of counselling to a client?
11. Write a media pitch note requesting an interaction opportunity for Mr. Velu, Managing Director of Aaha Technologies. Aaha Technologies is a Bengaluru based edu-tech startup focusing on developing a game-based curriculum for school education. The pitch should focus on how Aaha is helping educational institutes from kindergarten to 10th standard develop a play-based curriculum for online teaching.

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