**Paper title:**Public relations and Advertising

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| **Paper number** | Paper – 3 |
| **Maximum marks** |  |
| **Model Question Papers / Past Question Papers** | |
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| **Syllabus details** | |
| Unit 1: definition, nature and role of public relations, publicity, propaganda, advertising, lobbying, four stages of Public Relations.  Unit 2: Tools of Public Relations: House journals, press release, press conference, plant tours, brochure, posters, open house, exhibition, audio-visual aids, and websites.  Unit3: Public Relations and Public: relation with internal, external public, media relation, Public Relation in Government and Private Organizations  Unit4: Advertising: definition, role of advertising, social, cultural, economic and ethical aspects of editing, classification of advertising, structure and functions of an Advertising agency.  Unit 5: Advertising planning: elements of advertising, stages in campaign planning, kinds of copy, writing copy for print and electronic media | |

**Unit 1**

1. Discuss the stages of Public Relations.
2. Distinguish between publicity and propaganda
3. Define public Relations and explain its Scope and nature.
4. Distinguish between publicity and lobbying.
5. What are Public Relation? Examine its scope in the context of Globalization.
6. What is the difference between Publicity and Propaganda?

**Unit 2**

1. Identify the tools of Public Relations.
2. Discuss the modalities of Press Conference
3. What is the concept of open house?
4. Prepare a model press release.
5. Write about House Journal.

**Unit 3**

1. Explain Media Relations as PR activity.
2. Discuss about Public Relations in Government sector
3. Discuss the role of public Relations in Government.
4. Explain about media Relations.
5. Discuss about PR wings of State Government.
6. Examine the role of Media Relations in PR.

**Unit 4**

1. Explain the ethical aspects of Advertising.
2. Make a note on classification of advertising.
3. Discuss the functions of Ad. Agency.
4. Make classification of Advertising.
5. Define Advertising and examine its scope.
6. ***Q8)*** Write about Ad. Agency.

**Unit 5**

1. What are the elements of Advertising.
2. Identify the stages in campaign planning
3. Explain various kinds of Ad. Copies.
4. Discuss the importance of market research in Advertising.
5. Explain various kinds of Ad. copies.

***Q4)*** Explain about Four stages of PR campaign.

***Q9)*** Discuss the importance of Market research in Advertising.