

4. Which of the following is NOT a purpose of media relations? [U] / [CO3]
- a). Shaping public opinion
 - b). Building the organisation's reputation
 - c). Controlling media organisations
 - d). Handling crisis situations
5. How did Johnson & Johnson handle the Tylenol crisis in 1982? [K] / [CO3]
- a). Denied responsibility and avoided the media
 - b). Withheld information to prevent panic
 - c). Acknowledged the problem and engaged with the media
 - d). Exposed the competitors who had caused the crisis

[1x5 = 5]

Part B

SHORT ANSWER

Answer any **6** questions

Each question carries **5** marks

6. Compare and contrast the use of indirect and news headlines in advertising for consumer products. [U] / [CO1]
7. Differentiate between feature-focused and benefit-oriented sub-headlines. [U] / [CO1]
8. Describe the impact of Gutenberg's printing press on the development of advertising. [U] / [CO1]
9. List and explain the different styles of brochures mentioned in the text. [K] / [CO2]
10. Distinguish between emotional and rational approaches in advertising. [U] / [CO2]
11. What are the benefits of trademarks in advertising? [K] / [CO2]
12. Consider a food product advertisement that claims "clinically proven to boost immunity". How would you evaluate this claim using the advertising standards of ASCI, described in the text? [A] / [CO2]
13. PR is relationship-centric while advertising is product-centric. Explain. [U] / [CO3]
14. Discuss the role of corporate videos in PR [U] / [CO3]

[5x6 = 30]

Part C

ESSAY

Answer any **1** question

Each question carries **15** marks

15. Explain the hallmarks of effective advertising with relevant examples from contemporary Indian brands. [U] / [CO1]
16. Design an advertising campaign for a new clothing store in your city, using three suitable media types and explain your selection of media. [A] / [CO2]
17. Explain the role of research in PR campaign planning. How does setting objectives and identifying the audience influence the strategy? [U] / [CO3]

[15x1 = 15]