



THE AMERICAN COLLEGE, MADURAI
AN AUTONOMOUS INSTITUTION AFFILIATED TO MADURAI KAMARAJ
UNIVERSITY)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

BVC 1425

Advertisement and Public Relations

Time: 3 Hrs

Marks: 75

Answer any 5 out of the following questions.

[5X15=75]

1. What is a House Journal?
2. What are the different types of Advertisements?
3. Differentiate between Publicity and Sales Promotion.
4. What are the qualities and responsibilities of a PRO?
5. Is Corporate Social Responsibility helping companies to maintain their reputation?
Elaborate.
6. Discuss about the different types of Appeals.
7. What are the different tools for Public Relations?