



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2019

Paper: Introduction to Advertising & Public Relations

Course Code: BSCS-310 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct choice.

(1x10=10)

1. Advertisements of particular products which are banned by law is called _____ advertising.
 - a. Covert
 - b. Surrogate
 - c. Professional
 - d. Banned
2. There are two categories of advertising appeals.
 - a. Emotional and Rational
 - b. Emotional and Social
 - c. Social and Rational
 - d. Social and Fear
3. If a slogan is sung in any advertisement then it becomes
 - a. BGM
 - b. Jingle
 - c. Tagline
 - d. None of these
4. _____ Appeal draws the viewers' attention by giving them sense of loss.
 - a. Death Appeal
 - b. Emotional Appeal
 - c. Rational Appeal
 - d. Fear Appeal
5. Which one of the following is not the type of propaganda
 - a. White
 - b. Black
 - c. Grey
 - d. Yellow
6. _____ is a story on what is likely to happen and not a report on what has happened.
 - a. Press release
 - b. Press Note
 - c. Curtain raiser
 - d. none of these
7. _____ is a short, compelling news story written by a public relations professional and sent to targeted members of the media.
 - a. Propaganda
 - b. Press release
 - c. Publicity
 - d. None of these

P.T.O.

8. Father of Public Relations is _____

- | | |
|----------------------|--------------------|
| a. Edward L. Bernays | c. James E. Grunig |
| b. Thomas Jaferson | d. Ive Lee |

9. _____ is an account of government view point issued on important and urgent occasions. Newspapers or electronic media have no choice but to publish or air it in the same language and with the same contents

- | | |
|----------------|---------------------|
| a. Advertising | c. Public Relations |
| b. Press Note | d. None of these |

10. _____ is a marketing tactic involving paying for space to promote a product, service, or cause.

- | | |
|----------------|------------------|
| a. Advertising | c. Sale |
| b. Campaign | d. None of these |



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2019

Roll No.

Paper: Introduction to Advertising & Public Relations

Course Code: BSCS-310 Part – II

Time: 2 Hrs. 45 Min. Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Short Answers (20)

1. What is the difference between Press Release and Press Note?
2. What do you mean by ATL activities?
3. What is Curtain Raiser?
4. What is different between Advertising and PR?
5. What do you mean by Blink Add?
6. What is difference between propaganda and publicity?
7. Write down the names of major departments of Advertising Agency.
8. DGPR stands for?
9. Write down any two qualities of PRO?
10. RACE stands for?

Questions with Brief Answers (30)

1. Discuss in detail the duties of Public Relation Officer and also describe tools of Public Relations. (10)
2. What are major key players of advertising agency and what is the responsibility of Creative department in advertising agency? (10)
3. Define Advertising. Explain any three types of Advertisement. Highlight the various techniques and tactics used in making effective advertisement. (10)