**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

**MA ADVERTISING AND PUBLIC RELATIONS – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**APR 7322: ADVERTISING PRINCIPLES & CONCEPTS**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

**I. Write short notes on any FIVE of the following in 150 words each.      (5X6=30)**

1. Advertising vs publicity

2. Outdoor advertising

3. Influencer marketing

4. Native advertising

5. Integrated communication

6. Research department

**II. Answer any TWO of the following in 300 words each.                (2X10=20)**

7. Elucidate the importance of the Agency-Client relationship and explain the factors that influence it.

8. “If it doesn’t sell, it isn’t creative.” - David Ogilvy. Discuss the aforementioned statement in the context of how important the creative function is for building brands. Cite suitable examples.

9. Explain the importance of account management. What are the factors that influence income and costs in an ad agency?

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