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Register Number:

DATE:10-03-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**MA Advertising and Public Relations – III SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

**APR PDS 9319: Account Management**

Time: 2 ½ hrs. Max Marks: 70

**This paper contains ONE printed pages and THREE parts**

1. **Answer any TWO questions in 250-300 words each (2x10 marks = 20 marks)**
2. Describe the roles and responsibilities of an Account Management professional in a PR Agency, with specific references to what roles are essential and what is optional.
3. Assuming an Account Management professional isn’t delivering the role to expectations, in what areas will the PR Agency need additional help? Why?
4. What are the essential systems and processes that an Account Management professional uses and depends on? Please describe giving explanations.
5. **Answer any THREE questions in 250- 300 words each (3x10 marks = 30 marks)**
6. Consider the IT services industry as an example. What are the different stages in the Client-Agency lifecycle, and what should the Account Management professional do to help develop this relationship?
7. Consider the recyclable packaging material category as an example. Identify the different stakeholders in this, and explain how a good Account Management professional should go about building Client Relations.
8. If the brand you’re advising is a leader in the toothpaste category and is premium priced, please explain how you would build a PR strategy to gain more acceptance from consumers of mid-priced brands.
9. Explain Media Relations in simple layman terms. Apply that understanding to two categories of your choice, and state how you would build relations with media for two brands in each category – a leader and a challenger.
10. **Answer any ONE question in 600 words (1x20 = 20 marks)**
11. Define how PR campaigns can be evaluated. Assume you were advising a Client in the hospitality industry using PR for the first time. Please list out what measures and analytics you would advise them to use, and explain why. Support your answer with suitable examples.
12. What would be the important steps in developing a PR campaign. If the Client you’re advising is a newcomer to PR, how would you work with them in developing a campaign. Assume wedding jewellery to be the category, and provide your answer.

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APRPDS 9319\_B