

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**ASSIGNMENT-I**

**Programme: PGDA&PR**

**Course: Basic Principles of Advertising and Public Relations**

**Code: PGDAPR-101**

**Total Marks: 15**

**Important Instructions:**

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-I**

- Q1. "Advertising increases competition and improve life-style by helping to bring new product to the consumer". Explain. **5**
- Q2. Define Role of Advertising in Society. **5**
- Q3. Give a brief account of structure and functions of Advertising Agencies. **5**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**ASSIGNMENT-II**

**Programme: PGDA&PR**

**Course: Basic Principles of Advertising and Public Relations**

**Code: PGDAPR-101**

**Total Marks: 15**

**Important Instructions:**

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
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**ASSIGNMENT-II**

- Q1. Write an essay of history and growth of extension Education? **5**
- Q2. What do you understand by social advertising? Why do we need Social Advertisements? **5**
- Q3. Give the various differences between Public Relations and Cooperate Public Relations. **5**

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**ASSIGNMENT-I**

**Programme: PGDAPR**

**Course: Practice of Advertising**

**Code: PGDAPR-102**

**Total Marks: 15**

**Important Instructions:**

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**ASSIGNMENT-I**

- |  |          |
|--|----------|
| Q1. Discuss the utility of Newspaper as a medium of Advertisement.   | <b>5</b> |
| Q2. Write a note on Emerging Media.  | <b>5</b> |
| Q3. How can you say that layout passes through various stages from idea generation to the finally produced design? | <b>5</b> |

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**ASSIGNMENT-II**

**Programme: PGDAPR**

**Course: Practice of Advertising**

**Code: PGDAPR-102**

**Total Marks: 15**

**Important Instructions:**

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
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**ASSIGNMENT-II**

- Q1. What are the advantages and disadvantages of Internet Advertisement? **5**
- Q2. Discuss the various steps taken to develop an Advertising Campaign? **5**
- Q3. Explain the brief process of Media Planning. What are the limitations of a Media Plan?  
How you can evaluate the effectiveness of a successful Media Plan. **5**

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**ASSIGNMENT-I**

**Programme: PGDA&PR**

**Course: Advertising Ethics and Laws**

**Code: PGDAPR-103**

**Total Marks: 15**

**Important Instructions:**

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**ASSIGNMENT-I**

- |  |          |
|--|----------|
| Q1. Which are the various types of advertising laws which are in force in India? | <b>5</b> |
| Q2. Write short note on Social criticism of Advertising.                         | <b>5</b> |
| Q3. What are the general rules and regulations of advertising in India?          | <b>5</b> |

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**ASSIGNMENT-II**

**Programme: PGDA&PR**

**Course: Advertising Ethics and Laws**

**Code: PGDAPR-103**

**Total Marks: 15**

**Important Instructions:**

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
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**ASSIGNMENT-II**

- |  |          |
|--|----------|
| Q1. Throw light on the guidelines of Press council of India for the publishing of Advertisements in India. | <b>5</b> |
| Q2. Define Drugs and Magic Remedies Act.   | <b>5</b> |
| Q3. Discuss any three cases of unethical Advertising in detail.  | <b>5</b> |

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**ASSIGNMENT-I**

**Programme: PGDA&PR**

**Course: Practice of Public Relations & Code of Ethics of Public Relations**

**Code: PGDAPR-104**

**Total Marks: 15**

**Important Instructions:**

- iii. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- iv. All questions are to be attempted in legible handwriting on plane white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-I**

- |   |   |
|---|---|
| Q1. What are the tools of Public Relations? | 5 |
| Q2. What new media of Public Relations.     | 5 |
| Q3. What is PR code of ethics?              | 5 |

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**ASSIGNMENT-II**

**Programme: PGDA&PR**

**Course: Practice of Public Relations & Code of Ethics of Public Relations**

**Code: PGDAPR-104**

**Total Marks: 15**

**Important Instructions:**

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
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**ASSIGNMENT-II**

Q1. What are the PR Campaigns?	5
Q2. What is credibility in PR.?	5
Q3. What is internal Public?	5



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**ASSIGNMENT-I**

**Programme: PGDA&PR**

**Course: Basic Principles of Marketing & Management**

**Code: PGDAPR-105**

**Total Marks: 15**

**Important Instructions:**

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
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**ASSIGNMENT-I**

Q1. Name any five marketing tools.

Q2. Enumerate any five new trends of marketing.

Q3. Define management in the Indian context.

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**ASSIGNMENT-II**

**Programme: PGDA&PR**

**Course: Basic Principles of Marketing & Management**

**Code: PGDAPR-105**

**Total Marks: 15**

**Important Instructions:**

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
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**ASSIGNMENT-II**

Q1. Differentiate between Public Relations and Corporate Communication.

Q2. Enumerate any five ethics of Marketing.

Q3. Explain any five qualities of a good manager.