

ADVERTISING PRACTICES

COURSE CODE : BAJMC-311

Assignment-1

Due date of submission- 11-9-2017

Instructions

1. Write the responses to the assignment in your own hand writing.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme and Enrollment No. clearly at the top of the page.

Question: 01

- (a) You know very well public relations try to explain the concept of Marketing public relations.
- (b) What do you understand by advertising as marketing tool?

Question: 02

- (a) Explain Advertising as PR tool with some practical examples.
- (b) What is Advertising strategy explain in brief?

EVENT MANAGEMENT: PRINCIPLES & METHODS

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Question: 01

(a) You know very well event management try to explain the types of events and event management.

(b) Explain the Elements of Event Management.

Question: 02

(a) Explain the Conceptualization and Planning of an event.

(b) What is Programming and Service Management ?

MEDIA RESEARCH

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Question: 01

(a) Write the meaning and nature of research and types of research.

(b) Describe the areas of communication research.

Question: 02

(a) What is hypothesis and its importance in research?

(b) What is sampling and describe the types of sampling?