
 SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 1
Course	MBA	Advertising and Public Relations
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What is corporate image management? Explain.
- B. Write in detail on Various Stakeholders in Public Relations.
- C. Write a detail note on Public Relations Strategy for Marketing.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Action Group
- B. Social Responsibility
- C. Explain Evolution.
- D. Define Brand loyalty.
- E. Opinion Leaders

 SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 2
Course	MBA	Advertising and Public Relations
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. Explain the importance of Going Digital.
- B. Explain the concept of Public Relations and Marketing in detail.
- C. Write a detail note on Various Aspects of Public Relations.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. What is Media Conference?
- B. YouTube
- C. JWT
- D. Spin
- E. Define evaluation of success.