

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

**ASSIGNMENT-I**

**Programme: PGDA&PR**

**Course: Basic Principles of Advertising & 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 and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-I**

- |   |   |
|---|---|
| Q1. Define negative impact of advertising in society? | 5 |
| Q2. Does advertising increases the cost of a product. | 5 |
| Q3. What is extension education?                      | 5 |

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

**ASSIGNMENT-II**

**Programme: PGDA&PR**

**Course: Basic Principles of Advertising & 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 and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-II**

- |                                       |   |
|---------------------------------------|---|
| Q1. What is space selling?            | 5 |
| Q2. What is DAVP?                     | 5 |
| Q3. What is corporate image building? | 5 |

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

**ASSIGNMENT-I**

**Programme: PGDA&PR  
Code: PGDAPR-102**

**Course: Practice of Advertising  
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 and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-I**

- |  |   |
|--|---|
| Q1. Discuss the utility of newspaper as a medium of advertisement. | 5 |
| Q2. What are the various miscellaneous media used for advertising? | 5 |
| Q3. What is meant by emerging media in advertisement?              | 5 |

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

**ASSIGNMENT-II**

**Programme: PGDA&PR  
Code: PGDAPR-102**

**Course: Practice of Advertising  
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 and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-II**

- |  |   |
|--|---|
| Q1. Discuss the utility of newspaper as a medium of advertisement. | 5 |
| Q2. What are the various creative styles used in advertising?      | 5 |
| Q3. Describe the animation process in detail.                      | 5 |

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

**ASSIGNMENT-I**

**Programme: PGDA&PR  
Code: PGDAPR-103**

**Course: Ad Ethics & Codes and Laws  
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 and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-I**

- Q1. Discuss major ethical issues associated with advertising with suitable examples. 5
- Q2. Write a note on Advertising Standards Council of India. 5
- Q3. Discuss with suitable examples about the Drugs and Magical Remedies Act, 1984. 5

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

**ASSIGNMENT-II**

**Programme: PGDA&PR  
Code: PGDAPR-103**

**Course: Ad Ethics & Codes and Laws  
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 and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-II**

- |  |   |
|--|---|
| Q1. Discuss about fraudulent and untruthful advertising with suitable examples.          | 5 |
| Q2. Write a note on the various Codes of Advertising in India.                           | 5 |
| Q3. Discuss with suitable examples about the Young Person Harmful Publication Act, 1986. | 5 |

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

**ASSIGNMENT-I**

**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.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-I**

- |                                     |   |
|-------------------------------------|---|
| Q1. What is code of conduct?        | 5 |
| Q2. Define pressure groups.         | 5 |
| Q3. What are internet PR campaigns? | 5 |

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

**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.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-II**

- |  |   |
|--|---|
| Q1. What are tools of Public Relations?          | 5 |
| Q2. Define new Public Relations.                 | 5 |
| Q3. What is the credibility in Public Relations? | 5 |

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

**ASSIGNMENT-I**

**Programme: PGDA&PR  
Code: PGDAPR-105**

**Course: Basic Principles of Marketing & Management  
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 and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-I**

- Q1. What is the difference between a marketing mix and a promotional mix? 5
- Q2. Define personal selling and discuss its objectives. 5
- Q3. Discuss the ethical issues, which can be used as the basis for competitive advantage in marketing field. 5

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

**ASSIGNMENT-II**

**Programme: PGDA&PR  
Code: PGDAPR-105**

**Course: Basic Principles of Marketing & Management  
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 and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

**ASSIGNMENT-II**

- Q1. "Marketing starts with consumers and ends with consumers." Explain. 5
- Q2. "There is no important area of human activity than management since its task is that of getting things done through people". Discuss. 5
- Q3. Explain the various steps in the process of decision-making. Which one is most important and why? 5