



# Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

## ASSIGNMENT FOR SPRING SEMESTER END EXAMINATION, 2023

Course Name- ADVERTISING AND PUBLIC RELATIONS

Course Code- MAMCD/ MMC 103

Full Marks= 30

1. What is your opinion about the ethical standard of Advertising in India? Substantiate your stand with the help of appropriate examples. **15**
2. What are the roles of a public relation department in crisis management of an organisation? Give examples of some crisis management strategies in Indian context. **15**

**NB: All questions as per instructions are to be mandatorily attempted.**

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