



(Old Syllabus)

Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2026

Course Name- ADVERTISING AND PUBLIC RELATIONS

Course Code- MMC 103

Full Marks= 30

1x15=15

Q1. Assume you are working as a creative executive in an advertising agency. You are assigned with the task of creating an advertisement campaign for an imaginary product or service of your choice (for example: a health drink, mobile app, eco-friendly product, restaurant, online learning platform, fitness service, etc.).

Your assignment would thus include the following:

- a) Choose a name and develop a description of the product/service, define the target audience and justify the media planning and the advertising appeal to be used.
- b) Create an advertising copy that includes the logo, visuals and the tagline/slogan. Prepare the advertisement in **any one** of the following medium: Print, Television or Radio. The drawings/digital designs, storyboards or the audio/video concepts (whichever applicable) in support of the advertisement idea must be attached.
- c) Highlight how the copy fulfils the essentials of a good advertising copy and also explain how it follows the principles of effective copywriting.

1x15=15

Q2. Select one successful and one unsuccessful Corporate Social Responsibility (CSR) activity undertaken by organizations in India. Critically analyse both the cases by examining the role of media relations, community relations and their execution techniques.

The analysis should clearly explain:

- a) Why one CSR initiative succeeded but the other failed?
- b) How effective media and community relations are in influencing the success or failure of CSR initiatives.
