

No. of Printed Pages : 3 **BNM-030/BNM-130**

**BACHELOR OF ARTS IN JOURNALISM
AND DIGITAL MEDIA (BAJDM/BAFJDM)**

Term-End Examination

December, 2025

BNM-030/BNM-130 : PERSUASIVE

COMMUNICATION STRATEGIES

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Explain the importance of integrated communication strategies in modern marketing. Provide examples.

2. Describe the structure and functions of an advertising agency. Discuss how advertising agencies operate.
3. Trace the history and evolution of Public Relations with important milestones.
4. Discuss the techniques used in PR campaigns with relevant case studies.
5. Explain the PR process and techniques used in corporate reputation management.
6. How does issue management impact brand perception in the digital age ?
7. Analyze how perception management is used in crisis situations. Provide suitable examples.

[3]

8. Write short notes on any *four* of the following :

- (a) Marketing Communication Mix
- (b) Market Segmentation
- (c) Advertising Appeals
- (d) Role of Art Director
- (e) Advertising Evaluation Research
- (f) PR tools for internal publics
- (g) Trade Communication
- (h) Influencer Marketing

× × × × ×