

**Concept of Public Relations, Advertising,
Publicity and Public Opinion**

Total Marks: 30

- 1.** Give short answers to the following questions: (21)
 - i. What are the most important elements of communication?
 - ii. Define the term, 'Publicity.'
 - iii. How is publicity different from advertising?
 - iv. What are the similarities between Public Relations, publicity, and advertising?
 - v. Name the two main branches of advertising.
 - vi. Outline the main objectives of Public Relations' advertising.
 - vii. Define the term, 'public opinion.' How it is formed?

- 2.** How is institutional advertising different from product advertising? (9)