

**ASSESSMENT # 2**

**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)