



ASSESSMENT # 3

Total Marks: 30

Answer the following Questions:

- 1.** What are the important elements of communication? **6**
- 2.** Define 'Publicity'. **5**
- 3.** What are the similarities between Public Relations, Publicity and Advertising? **6**
- 4.** Define public opinion. How it is formed? **7**
- 5.** How is institutional advertising different from product advertising? **6**