



University of Kelaniya – Sri Lanka
Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Third Examination (External) – 2016

November 2022 – January 2023

Faculty of Social Science

Mass Communication (New/ Old Syllabus)

Media Ethics, Public Relations and Advertising - MACO– E 3015

Answer only five (05) questions

No. of questions : 08

Time : 03 Hours

01. Explain what Public Relations is using definitions of Public Relations and explain how public relations is important to an individual, organization or institution.

(20 marks)

02. Critically analyze historical events of Public Relations.

(20 marks)

03. Introduce print media advertising methods and analyze their effectiveness.

(20 marks)

or

"Social media is more powerful than any other medium when it comes to marketing." Introduce social media advertising methods and analyze their effectiveness.

(20 marks)

04. Explain the structure and role of an advertising agency.

(20 marks)

05. Provide a critical analysis on any two laws relating to state media organizations in Sri Lanka.

(20 marks)

06. "In spite of journalistic ethics and guidelines, interest in the field is minimal." State your observations.

(20 marks)

07. "Media censorship takes many forms." Explain with reference to four cases of media censorship in Sri Lanka in the last four decades.

(20 marks)

08. Write short notes on four (04) topics only.

- (a) Types of Public Relations
- (b) Corporate Public Relations
- (c) Public Relations Planning
- (d) Advertising Research
- (e) Ad design approaches
- (f) Public Performance Board

(05 marks per section 05 x 04= 20)

