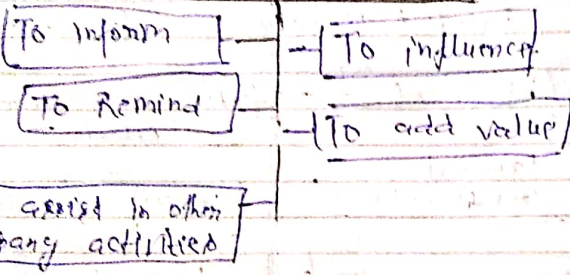


Section 1

Q.10 Differentiate between advertising and public relation

Ans Advertising:- Advertising is any paid form of non-personal presentation of ideas, goods or services by a identified sponsor.

Advertising objective



Public relation:- Public relation help an organization and its public relate to each other to the benefit of both.

Importance of public relation

- ① Credibility
- ② Low cost

- ③ Not compete with other PR tools
- ④ Effective

Type of public relation

