

St Joseph's University, Bengaluru
School of Communication & Media Studies

M.A. (Advertising & Public Relations)

Study Material for the Entrance Test (SJUET) – May 2025

This is the basic material for your reading and viewing. Please read/ view it critically; spend time and energy to reflect on it. Know what you consume! This will form the basic material for your examination.

In addition, there will be questions from current affairs, general knowledge of the world around, and more specifically from the general domain of communication and mass media.

Part A: Subject related topics

I. Go through this reading material in detail and critically:

1. Bats, reels, and buys: The new IPL media mix

[Bats, reels, and buys: The new IPL media mix | Analysis | Campaign Asia](#)

2. Corporate Social Responsibility: A Strategic Imperative For Modern Businesses

[Corporate Social Responsibility: A Strategic Imperative For Modern Businesses](#)

[CSR in India: The Big Picture](#)

3. Traditional E-commerce and Quick Commerce will Co-exist: Amazon Executive

[Traditional E-commerce and Quick Commerce Will Co-exist: Amazon Executive](#)

4. Brands hit it out of the park with creative campaigns

[Brands hit it out of the park with creative campaigns](#)

5. J.D. Vance in India Day 2 Updates | President Trump wants to build a future with India: Vance

[JD Vance India visit Highlights: US President Trump wants to build a future with India, says Vance in Rajasthan - The Hindu](#)

II. Watch these links very carefully:

1. **Tata Tea JaagoRe A.I. - Har Green Action Se Farak Padega**
[Tata Tea JaagoRe A.I. - Har Green Action Se Farak Padega](#)
[Tata Tea Jaago Re's AI campaign champions the power of collective actions for a positive climate impact, ET BrandEquity](#)
2. **boAt x RCB | Real se bhi Clear | boAt Aavante Bar | Dolby Atmos**
[boAt x RCB | Real se bhi Clear | boAt Aavante Bar | Dolby Atmos](#)
3. **Nestle's KitKat signs Formula 1 deal as CEO seeks broader appeal**
[Nestle's KitKat signs Formula 1 deal as CEO seeks broader appeal | REUTERS](#)
4. **Why is Sweden Drowning in Fast Fashion Waste? | Vantage with Palki Sharma | N18G**
[Why is Sweden Drowning in Fast Fashion Waste? | Vantage with Palki Sharma | N18G](#)
5. **Japan To Gift Two Bullet Trains — The Shinkansen E5 and E3 — To India | Details**
[Japan To Gift Two Bullet Trains — The Shinkansen E5 and E3 — To India | Details](#)

Part B. Current Affairs and Program Aptitude Questions:

In addition, your current affairs and general knowledge relating to the program and our day-to-day world will be tested on day of the test on-the-spot. There is no specific, prescribed “syllabus” for this. You need to be up-to-date with the events/ news in the current world.

Part C. Language, Grammar, and logical reasoning:

Language, grammar, and logical reasoning questions will be part of the entrance test. Hence, please be prepared for the unexpected.
