



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 3rd Semester Examination, 2020, held in 2021

**JORACOR07T- JOURNALISM AND MASS COMMUNICATION (CC7)**  
**ADVERTISING AND PUBLIC RELATIONS**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **ten** questions from the following: 2×10 = 20
- (a) What is DAGMAR?
  - (b) What is the full form of ASCI?
  - (c) What is Transit Ad?
  - (d) What is Brand Positioning?
  - (e) What is Retail Advertising?
  - (f) What is Ad Budget?
  - (g) What is Market Segmentation?
  - (h) Who was Rosser Reeves?
  - (i) What is PRSI?
  - (j) What is Surrogate Advertising?
  - (k) Name two Indian Ad Agencies.
  - (l) What is Press Kit?
  - (m) What is Product Cycle?
  - (n) What is Social Media marketing?
  - (o) What is Media Scheduling?
2. Write short notes on any **three**: 5×3 = 15
- (a) AIDA Model
  - (b) USP
  - (c) Brand Image
  - (d) Classified Ad
  - (e) Public Service Advertising
  - (f) Event management.

3. Answer any **one** question from the following::

15×1 = 15

- (a) What are the Social Effects of Advertising? Discuss with examples.
- (b) What is PR Campaign? Explain the steps with examples.
- (c) What is a House Journal? Discuss the functions of the editor of a House Journal.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

—x—