



WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2021-22

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 **five** questions from the following: 2×5 = 10
 - (a) Mention various types of advertising.
 - (b) Press Release.
 - (c) IPRA.
 - (d) What is public relation?
 - (e) Define the term 'publicity'.
 - (f) What is social networking?
 - (g) What is meant by target audience?
 - (h) Surrogate Advertising.

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) Define Marketing strategy. What are the steps involved in marketing strategy?
 - (b) What do you know about social media technologies and management for marketing?
 - (c) Discuss the principles and tools of Public Relations.
 - (d) Write short notes on any **two** of the following: 5+5
 - (i) Public relation and Branding
 - (ii) Advertising Budget
 - (iii) Crisis Management
 - (iv) DAGMAR.
 - (e) Write in detail about media selection, planning and scheduling of advertising.
 - (f) Make a comparative analysis between PR in Government Sector and PR in Private Sector.

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.*

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