WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2022-23

JORACOR07T- JOURNALISM AND MASS COMMUNICATION (CC7)

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 two functions of advertising.

(b) Illustrate Maslow's hierarchy model.

(c) What is advertising budget?

(d) Write four importance of public relations.

(e) Define social media marketing.

(f) Describe the role of advertising department.

(g) What are the importance of press release?

(h) Name two Advertising Agencies in India.

2.   Answer any *two* questions from the following: 5×2 = 10

(a) PRSI

(b) ASCI

(c) Role of advertising in marketing mix

(d) Advertising department and agency.

3.   Answer any *three* questions from the following: 10×3 = 30

(a) What is integrated marketing communication? Explain different strategies for social media marketing.

(b) How PR functions in private and Government sector?

(c) Write in detail about advertising campaign, planning, creation and production.

(d) Describe advertising objective, segmentation and targeting.

(e) What is crisis? As a P.R.O. how would you handle a crisis situation? Elucidate.

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