



**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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