



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
B.A. Honours 3rd Semester Examination, 2023

**CC7-MASS COMMUNICATION AND JOURNALISM**

**ADVERTISING AND PUBLIC RELATIONS**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any four questions from the following**

3×4 = 12

1. What do you mean by USP and brand image? State with examples.
2. What does positioning mean in advertising world?
3. What is 'transit advertising'?
4. Briefly explain a press release.
5. Write a short note on PIB.
6. Briefly explain the ethics of IPRA.

**GROUP-B**

**Answer any four questions from the following**

6×4 = 24

7. State the functions of advertising.
8. Explain briefly the DAGMAR model.
9. What are the role and functions of ASCI?
10. Write a note on the stages of PR in India.
11. Briefly explain growth and development of PR in India.
12. What do you understand by the term social media tools? Elaborate.

**GROUP-C**

**Answer any two questions from the following**

12×2 = 24

13. Discuss the structure and functions of advertising agency. Support your answer with a proper illustration.
14. Critically evaluate ethical and economical aspects of advertising with suitable example.
15. What is a PR Campaign? Explain in detail the planning, execution and evaluation process of a PR campaign in a company.
16. Define PR and its role in Private Sector.

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