उत्तर बङ्ग
विश्वविद्यालय
'समानो मन्त्रः समितिः समानी'

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

DSC1/2-P3-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   3×4 = 12

1. What is PRSI?

2. What is Press Conference?

3. What is USP and brand Image?

4. Define AIDA Model.

5. Define Public relations.

6. What is ad budget?

GROUP-B
Answer any *four* questions   6×4 = 24

7. Discuss the tools of Public relations.

8. What is house journal? Discuss the different types of house journal.

9. What is ad campaign?

10. What do you understand by C.S.R.?

11. What is Maslow's formula?

12. Discuss the various stage of ad agency.

GROUP-C
Answer any *two* questions   12×2 =24

13. Mention some advantage of Television advertising.

14. Discuss the various types of advertising.

15. Write a short note about crisis-management.

16. What are the various functions of P.R.O.?

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