



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 3rd Semester Examination, 2021

**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 are the 4 Ps of marketing mix?
2. Briefly explain 'AIDA' model.
3. What are 'transit advertising'?
4. Write a short note on 'DAVP'.
5. What are the ethics laid down by IPRA?
6. Mention the various tools of Public Relations.

**GROUP-B**

**Answer any four questions from the following**

6×4 = 24

7. What are the objectives of PR?
8. Write a note on CSR?
9. What do you understand by research in advertising?
10. Explain with examples the notion of 'Surrogate advertising'.
11. Explain briefly 'DAGMAR' model.
12. Write a short note on the role of ASCI.

**GROUP-C**

**Answer any *two* questions from the following**

12×2 = 24

13. Explain the structure of a full-house ad agency and its different departments.
14. What is PR campaign? How should a PR manager plan and execute a PR campaign?
15. What are various ways in which films inculcate integrated marketing communications?
16. What is 'media scheduling' in advertisements and explain its different aspects?

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