



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.A. Programme 3rd Semester Examination, 2022

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. Write a short note on PRSI.
2. What do you understand by the term 'CSR'?
3. Define – 'publicity'.
4. Mention any three types of advertisements found in a newspaper.
5. What is meant by 'brand image'?
6. What is a 'house journal'?

GROUP-B

Answer any four questions

6×4 = 24

7. What is ASCI? Briefly discuss any three codes of ASCI.
8. Write a short note on 'advertising budget'.
9. Briefly explain different tools in PR.
10. What do you understand by 'crisis management'? Explain briefly.
11. Explain briefly the DAGMAR model.
12. What are the various stages of an advertising campaign?

GROUP-C

Answer any two questions

12×2 = 24

13. Define 'public' in PR. Discuss different types of public in an organisation.
14. Define Public Relations. Trace the history of PR in India.
15. Discuss the structure and functions of an advertising agency. Support your answer with a proper illustration.
16. Explain in detail the different types of advertisements.

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