



UNIVERSITY OF NORTH BENGAL
B.A. Honours Part-III Examination, 2021

MASS COMMUNICATION AND JOURNALISM

PAPER-VI

Full Marks: 100

ASSIGNMENT

The figures in the margin indicate full marks.

Use separate Answer Books for each Half.

FIRST HALF

PUBLIC RELATIONS AND MEDIA MANAGEMENT

GROUP-A

1. Answer any *two* questions: 20×2 = 40
- Define Public Relations. Explain its origin in India and explain the Public in Public Relations.
 - How is a Public Relations Campaign carried out? Explain in detail.
 - What is Crisis Management? Discuss the role of Public Relations in Crisis Planning and Handling.
 - What are the different types of media ownership? Discuss the emerging ownership patterns with respect to Cross Media Ownership.
 - Explain the role of Public Relations in the Public Sector.

GROUP-B

2. Answer any *one* question: 10×1 = 10
- Briefly describe the organisational set-up of a 24 hours news channel.
 - Explain briefly the role and functions of a Public Relations Officer of any organisation.

SECOND HALF

ADVERTISING

GROUP-A

1. Answer any *two* questions: 20×2 = 40
- (a) Define Advertising. What are the different types of Advertising?
 - (b) What is an Ad budget? Discuss two methods of drawing the Ad budget.
 - (c) Discuss the organisational structure of an ad agency. What are its functions?
 - (d) Who is the Ad manager of a newspaper house? What is his position and role?
 - (e) Discuss in detail the various stages of an Advertising Campaign.

GROUP-B

- Answer any *one* question: 10×1= 10
- (a) Explain the term Brand Image and USP.
 - (b) State the differences between a display advertisement and a classified advertisement.

—×—