



WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2020, held in 2021

JORACOR07T- JOURNALISM AND MASS COMMUNICATION (CC7)
ADVERTISING AND PUBLIC RELATIONS

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **ten** questions from the following: 2×10 = 20
- (a) What is DAGMAR?
 - (b) What is the full form of ASCI?
 - (c) What is Transit Ad?
 - (d) What is Brand Positioning?
 - (e) What is Retail Advertising?
 - (f) What is Ad Budget?
 - (g) What is Market Segmentation?
 - (h) Who was Rosser Reeves?
 - (i) What is PRSI?
 - (j) What is Surrogate Advertising?
 - (k) Name two Indian Ad Agencies.
 - (l) What is Press Kit?
 - (m) What is Product Cycle?
 - (n) What is Social Media marketing?
 - (o) What is Media Scheduling?
2. Write short notes on any **three**: 5×3 = 15
- (a) AIDA Model
 - (b) USP
 - (c) Brand Image
 - (d) Classified Ad
 - (e) Public Service Advertising
 - (f) Event management.

3. Answer any **one** question from the following:: 15×1 = 15
- (a) What are the Social Effects of Advertising? Discuss with examples.
 - (b) What is PR Campaign? Explain the steps with examples.
 - (c) What is a House Journal? Discuss the functions of the editor of a House Journal.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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