



WEST BENGAL STATE UNIVERSITY

B.A. Honours 3rd Semester Examination, 2019

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.

All symbols are of usual significance.

1. Answer any **five** questions from the following: $2 \times 5 = 10$

- (i) First advertising appearing in the
 - (A) 19th century
 - (B) 20th century
 - (C) Mid 20th century
 - (D) None of these
- (ii) Full form of ATL
 - (A) Above the line
 - (B) Around the line
 - (C) Along with the line
 - (D) None of these
- (iii) The term "Marketing mixing" was proposed in the year
 - (A) 1970
 - (B) 1990
 - (C) 1960
 - (D) 1999
- (iv) Which of the following is a government Public Relations agency?
 - (A) Akashbani
 - (B) Doordarshan
 - (C) PIB
 - (D) None of these
- (v) First advertising appearing in
 - (A) United States
 - (B) India
 - (C) China
 - (D) Japan
- (vi) What is Domestic Publics?
 - (A) Those within the country
 - (B) People within an organization
 - (C) People outside an organization
 - (D) Have high interest in the company such as the primary publics but will not be directly affected by decisions of the organization

(vii) What is/are the objective(s) of a brand promotion?

- (A) To present information to consumers and others
- (B) To increase demand
- (C) To differentiate a product
- (D) All of the above

(viii) What is brand image?

- (A) refers to an image an organization wants to project
- (B) refers to “the set of human personality traits that are both applicable to and relevant for brands”
- (C) refers to ‘consumers’ predisposition towards certain brands that summarise their cognitive information processing towards brand stimuli.
- (D) None of these

(ix) What is the full form of “PRO”?

(A) Public relation officer	(B) Public relations officer
(C) Public relation office	(D) None of these

(x) “LOGO” word is derived from

(A) Greek word	(B) Latin word
(C) Spanish word	(D) None of these

2. Answer any *four* questions from the following:

$10 \times 4 = 40$

- (a) Discuss about the Importance and Functions of advertising.
- (b) Write short notes on DAGMAR Model and AIDA model.
- (c) Discuss about the Principles and Tools of Public relations.
- (d) Write short notes about Film and Related Media Organizations.
- (e) Write short notes on (i) Press Release and (ii) PR Consultancy.
- (f) If you are a promotional manager of a brand how you launch a product in market?
Discuss the entire process.

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