



WEST BENGAL STATE UNIVERSITY

B.A. Honours Part-III Examination, 2020

JOURNALISM AND MASS COMMUNICATION

PAPER-JORA-VII

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.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What type of advertising is set in small type and arranged according to categories or interests?
 - (b) What is a flier?
 - (c) What is testimonial ad?
 - (d) What is ad rate?
 - (e) What is sales promotion?
 - (f) What is infocommercial?
 - (g) What is in-house agency?
 - (h) What is brand?
 - (i) What is transit media?
 - (j) What is surrogate advertising?
 - (k) What is POP?
 - (l) What is ad slogan? Give an example.
 - (m) What is market segmentation?
 - (n) What is an advertorial?
 - (o) What is termed as 'reach' in advertisement?
2. Write short notes on any **three** from the following: 5×3 = 15
- (a) Responsibility Appeal
 - (b) Brand identity
 - (c) DAVP
 - (d) AIDA model
 - (e) Consumer behaviour
 - (f) Brand positioning.

OR

- Write any **one** question from the following: 15×1 = 15
- (g) "Advertisements lead to wasteful expenditure". Evaluate your answer with recent examples. 15

- (h) What do you understand by Ad Campaign? What is the key purpose of it? Give a recent example of an ad campaign and its effectivity. 3+4+8
- (i) What is copywriting in ad? What are the qualities of a good ad copy? Give examples. 3+12

GROUP-B

3. Answer any *five* questions from the following : 2×5 = 10
- (a) What is the difference between Propaganda and PR?
 - (b) What is lobbying in PR?
 - (c) What is Direct mail?
 - (d) What is Community Relations?
 - (e) What is Corporate PR?
 - (f) What is PR in the Public sector?
 - (g) What is AGM?
 - (h) What is Press Kit?
 - (i) What is Press Tour?
 - (j) What is grapevine?
 - (k) What is Financial PR?
 - (l) Who are 'publics' in PR?
 - (m) What is Press Release?
 - (n) What is institutional PR?
 - (o) What is Media Plan?

4. Write short notes on any *three* of the following: 5×3 = 15
- (a) House Journal
 - (b) PR tools
 - (c) Employee Relations
 - (d) PRSI
 - (e) CSR
 - (f) Image Management.

OR

- Write any *one* question from the following : 15×1 = 15
- (g) What is crisis management in PR? What are the different stages of a crisis? Explain what steps should an effective PRO take to handle a crisis giving a recent example. 3+5+7
- (h) Why is a PR campaign so important? What are the steps to be taken in case of effective campaigning? Give answers citing examples. 5+10
- (i) What is the role of a PRO in a private sector organisation? Explain giving examples. 15

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