



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 3rd Semester Supplementary Examination, 2021

**JORACOR07T-JOURNALISM AND MASS COMMUNICATION (CC7)**

**ADVERTISING AND PUBLIC RELATION**

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 **five** questions from the following: 2×5 = 10
- (a) What is the objective of Government PR
- (i) Ensure a positive understanding of the system functioning of the Government  
(ii) Minimizing public apathy  
(iii) Educate the citizens about the merits of the Government policies  
(iv) All of these
- (b) MPR stands for
- (i) Marketing Public Relation                      (ii) Multiple public relation  
(iii) Merged public relation                      (iv) None of these
- (c) What is the first step in planning for Press Conference?
- (i) Select site    (ii) Schedule date  
(iii) Schedule time                                      (iv) Define the key message
- (d) What is the first element that a reader notices in a print advertisement?
- (i) Copy    (ii) Illustration  
(iii) Headline    (iv) Slogan
- (e) What is the term used to describe the idea, that will be communicated to consumers through an advertisement?
- (i) Advertising appeal                                      (ii) Message strategy  
(iii) Creative concept                                      (iv) Message execution
- (f) To be successful, an advertisement must –
- (i) Offer the highest quality service                      (ii) Reach consumers frequently  
(iii) Promise the lowest market price                      (iv) Gain the attention of the consumers

- (g) After determining its advertising objectives, the company's next step in developing an advertising program is to –
- (i) Set its advertising budget                      (ii) Determine the media vehicle  
(iii) Use cash refund offers                      (iv) None of these
- (h) A product in the maturity stage will often require –
- (i) Informative                                      (ii) Comparative  
(iii) Reminder                                      (iv) Persuasive
- (i) Which of the following is the most popular print media available to advertiser?
- (i) Magazine                                      (ii) Pamphlet  
(iii) Newspaper                                      (iv) None of these
- (j) Advertising influences the mind of the consumers by creating desire and taste for –
- (i) Old products                                      (ii) New product  
(iii) Different product                                      (iv) None of these

2. Answer any *four* of the following: 10×4 = 40
- (a) Define Public Relations. “Recently the public sector in India is giving more emphasis on PR.” Discuss with example. 10
- (b) Discuss the structure and functions of a full-fledged Advertising Agency. 10
- (c) Explain the factors to be considered while selecting media for an advertising. 10
- (d) Discuss the duties and responsibilities of an advertising Manager. 10
- (e) Discuss the various types of newspaper advertisement. Explain the advantages and disadvantages of a newspaper advertising. 4+6
- (f) What is the difference between an issue and a crisis? What are the strategies, for crisis management? Do you think, media relation is an important task for a PRO, to overcome the crisis situation? 2+5+3

**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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