



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2020

ASPACOR09T-ADVERTISING AND SALES PROMOTION (CC9)

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.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. What is Public Relation?
2. Discuss two characteristics of Public Relations.
3. Mention names of four major tools of Public Relation.
4. What are the advantages of handouts and leaflets?
5. What is Publicity?
6. Mention two advantages of publicity.
7. What do you mean by Marketing of Public Relations?
8. How can speeches increase Public Relation?

GROUP-B

Answer any four questions from the following

5×4 = 20

9. Discuss the features of Public Relation.
10. Discuss about the growing importance of Public Relation in the modern world.
11. Write a short note on 'Marketing of Public Relations'.
12. Discuss about the major decisions in Public Relation.
13. Write a short note on 'Power of publicity'.
14. Discuss the differences between Public Relation and Publicity.

GROUP-C

Answer any two questions from the following

10×2 = 20

15. Discuss about the role of Public Relation in the modern world of marketing. 10
16. Discuss about four major tools of Public Relation along with their respective merits. 10
17. Discuss about the Public Relation strategies. 10
18. What are the advantages of Publicity? How can effectiveness of Publicity be measured? 5+5

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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