



WEST BENGAL STATE UNIVERSITY

B.A. Honours Part-III Examination, 2022

JOURNALISM AND MASS COMMUNICATION

PAPER: JORA-VII

Time Allotted: 4 Hours

Full Marks: 100

*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

[Marks: 50]

1. Answer any **ten** questions from the following: 2×10 = 20
 - (a) What do you understand by Target Audience?
 - (b) What is Brand Image?
 - (c) Define 4 p's of Marketing.
 - (d) What do you understand by Noise in advertisement?
 - (e) What is Brand Name?
 - (f) What is Surrogate advertisement?
 - (g) What do you mean by Brand Recall?
 - (h) What is Ad Jingle?
 - (i) What is Brand Loyalty?
 - (j) Who invented 'Brand Image' theory?
 - (k) What is Brand Positioning?
 - (l) What is DAGMAR?
 - (m) Who is Ad manager?

2. Write short note on any **three** of the following: 5×3 = 15
 - (a) Sales Promotion
 - (b) U.S.P.
 - (c) D.A.V.P
 - (d) On-line Advertising
 - (e) Advertisement Campaign.

3. Answer any **one** question from the following: 15×1 = 15
 - (a) What do you understand by Ethics in advertising? Do you think that ad ethics are really relevant in today's world? Justify your answer with proper example and arguments. 6+9
 - (b) "Copy is the core of advertisement" — Do you agree with that statement? What are the essential elements of a good ad copy? Explain. Mention the functions of copy writer in that context. 2+6+7

- (c) The style and presentation of audio-visual advertising has been changed in now-a-days. Do you agree? Explain current trends of audio-visual advertisements in today's superfast world. 3+12

GROUP-B
[Marks: 50]

4. Answer any *ten* questions from the following: 2×10 = 20
- (a) What is Press Rejoinder?
 - (b) What do you mean by Publicity?
 - (c) What is Goodwill of a Company?
 - (d) What is Press Release?
 - (e) What is Press Kit?
 - (f) What is Agenda Setting?
 - (g) What is Press Meet?
 - (h) Who are the Stock Holders?
 - (i) Name two House journals along with the names of their Organizations.
 - (j) What is 'External Publics' in P.R.?
 - (k) Difference between Public Relations and Branding.
 - (l) What is P.R. Counseling?
 - (m) What is Marketing Communication?
 - (n) What is 'Community Relation' in P.R.?
5. Write short note on any *three* of the following: 5×3 = 15
- (a) P.I.B.
 - (b) Press Conference
 - (c) House Journal
 - (d) Public in P.R.
 - (e) P.R. Ethics
 - (f) Community Relation.
6. Answer any *one* question from the following: 15×1 = 15
- (a) Discuss the importance of media relations as a PR tool. 15
 - (b) What are the important guidelines for bringing out a house journal? 15
 - (c) What is PR Campaign? Discuss the need for objective and planning in the campaign process. 3+12

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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