



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2022

ASPACOR09T-ADVERTISING AND SALES PROMOTION (CC9)

PUBLIC RELATION AND PUBLICITY

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

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What are handouts?
 - (b) What are leaflets?
 - (c) Name the four models of PR.
 - (d) What are speeches?
 - (e) What are special events?
 - (f) What is identity media?
 - (g) Define News.
 - (h) What is Audio-Visual in PR?
 - (i) What is the dissemination of publicity?
 - (j) What is Propaganda?
 - (k) What are the tools of Public Relations?
 - (l) What is Public in PR?
 - (m) Mention the steps of the public relation process.
 - (n) What are the Components of public relations?
 - (o) State any two ethics in PR.
 - (p) Mention any two functions of PR.

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) What are the drawbacks of publicity?
 - (b) What are the essential features of publicity?
 - (c) What are the various types of publicity?
 - (d) Elucidate the necessity for publicity as a growth strategy.
 - (e) Differentiate between PR and publicity.

- (f) Differentiate between public relation and advertising.
- (g) What are the various publics of a company?
- (h) Explain briefly the public service activities.
- (i) What are the types of public relations?
- (j) What are the objectives of public relations?
- (k) What are the major tools used in PR?
- (l) What are the causes responsible for the growth of PR in India?

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) What is Public Relations? Explain the significance of public relations in an organization.
 - (b) Discuss the merits and responsibilities of a PRO.
 - (c) What are the benefits of publicity? When is publicity a negative?
 - (d) Describe the origin and development of public relations in India.
 - (e) Critically examine the major decisions taken in public relations.
 - (f) How to measure the effectiveness of Publicity?
 - (g) Discuss the various strategies used in public relations.
 - (h) What are the various media tools used by a PR professional? Describe the skills required to be an effective PR professional.

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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