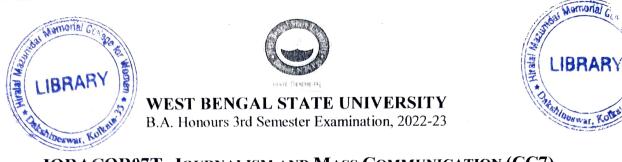
CBCS/B.A./Hons./3rd Sem./JORACOR07T/2022-23



JORACOR07T- JOURNALISM AND MASS COMMUNICATION (CC7)

Time Allotted: 2 Hours

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:
 - (a) Mention two functions of advertising.
 - (b) Illustrate Maslow's hierarchy model.
 - (c) What is advertising budget?
 - (d) Write four importance of public relations.
 - (e) Define social media marketing.
 - (f) Describe the role of advertising department.
 - (g) What are the importance of press release?
 - (h) Name two Advertising Agencies in India.

2. Answer any *two* questions from the following:

- (a) PRSI
- (b) ASCI
- (c) Role of advertising in marketing mix
- (d) Advertising department and agency.
- 3. Answer any *three* questions from the following:
 - (a) What is integrated marketing communication? Explain different strategies for social media marketing.
 - (b) How PR functions in private and Government sector?
 - (c) Write in detail about advertising campaign, planning, creation and production.
 - (d) Describe advertising objective, segmentation and targeting.
 - (e) What is crisis? As a P.R.O. how would you handle a crisis situation? Elucidate.

 $5 \times 2 = 10$

1

 $2 \times 5 = 10$

Full Marks: 50