

UG/3rd Sem (H)/22/(CBCS)

2022

MASS COMMUNICATION  
AND JOURNALISM (Honours)

Paper Code : MCJH DC- 7

(Advertising and Public Relations)

Full Marks : 25

Time : Two Hours

*The figures in the margin indicate full marks.  
Candidates are required to give their answers  
in their own words as far as practicable.*

**Group - A**

1. Write short notes on any *three* of the following :

5×3=15

- (a) USP
- (b) Media Kit
- (c) PTI
- (d) AIDCA
- (e) Social Media

P.T.O.

( 2 )

Group - B

2. Answer any *one* question :

10×1=10

- (a) What is advertising campaign ? Explain how can you make an effective advertising campaign. 2+8
- (b) Write in details how an effective Press Release can be written.
-