

UG/5th Sem (H)/22/(CBCS)

2022

**MASS COMMUNICATION & JOURNALISM
(Honours)**

**Paper Code : 504 MCJH DSE-2A & 2B
(CBCS)**

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.*

Paper Code : 504 MCJH DSE-2A

[Systematic Approach to Successful Communication]

Group - A

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

5×3=15

- (a) Johari Window
- (b) Group Discussion
- (c) Communication Leader
- (d) Alternative Communication
- (e) Power Point Presentation

P.T.O.

(2)

Group - B

2. Answer any *one* of the following : 10×1=10

(a) What are different types of interview? What are the steps to face an interview? Discuss. 4+6=10

(b) What is feedback? Why feedback is important in communication process? Discuss. 2+8=10

(3)

Paper Code : 504 MCJH DSE-2B

[Integrated Marketing Communication]

Group - A

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

5×3=15

- (a) Media Positioning
- (b) Online Communication
- (c) Sales Promotion
- (d) Promotional mix
- (e) Database marketing

Group - B

2. Answer any *one* of the following :

10×1=10

- (a) Briefly discuss the different types of media ownership in India. 4+6=10
 - (b) What do you mean by marketing strategy? Briefly mention the steps taken in strategic planning process. 2+8=10
-