2025

MASS COMMUNICATION

(Skill Enhancement Course)

(Advertising and Public Relation)

Paper : JMC-SE-6014

Full Marks : 50

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer the following : 2×5=10

   (a) Define advertisement.

   (b) What is target audience?

   (c) What is the full form of AAAI? What is the chief function of any public sector undertakings?

   (d) Mention any two examples of digital media.

   (e) Mention any two PR tools.

(Turn Over)

2. Write short notes on any *four* of the following : 5×4=20

   (a) Ethics in advertising

   (b) Advertising agency

   (c) Outdoor advertising

   (d) Public sector undertakings

   (e) Corporate communication

   (f) ASCI

3. Answer any *two* of the following : 10×2=20

   (a) What are the qualities of a good PR person?

   (b) What is client servicing? Elaborately discuss media buying service and space selling service.

   (c) Elaborate with suitable examples, what are the roles of a PR agent in crisis management.

   (d) Define PR and discuss its functions elaborately.

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