

UG/5th Sem(H)/23/(CBCS)

2023

**MASS COMMUNICATION &
JOURNALISM (Honours)**

Paper Code : MCJH DSE-2

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.*

**DSE-2A : Systematic Approach to Successful
Communication**

Group - A

1. Write short notes on any *three* of the following : $5 \times 3 = 15$
- (a) Inane Conversation
 - (b) Grapevine communication
 - (c) Communication Leader
 - (d) Resource persons
 - (e) Group Discussion

Group - B

2. Answer any *one* of the following : $10 \times 1 = 10$
- (a) 'To take an interview, the interviewer needs to follow some special communication strategies'
— Discuss. 10

P.T.O.

(2)

- (b) What are the characteristics of organizational communication? Explain its importance. 4+6=10
-

DSE-2B : Integrated Market Communication

Group - A

1. Write short notes on any *three* of the following : 5×3=15

- (a) Segmentation
- (b) Advertising as a promotional tool
- (c) Media Ownership
- (d) Promotional Mix
- (e) Consumer Behavior

Group - B

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

- (a) Assume that you have been appointed as a manager for a small scale industry (any product of your choice) in Gour Banga region, design an 'IMC programme' for this as a marketing manager.

10

- (b) "Public relations have been one of the most powerful tool of integrated marketing communication programme." Justify the statement with examples.

10
