

2023

**MASS COMMUNICATION &
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.*

1. Write short notes on any *three* of the following : $5 \times 3 = 15$
 - (a) Advertising as a marketing tool
 - (b) 4 Ps of marketing mix
 - (c) Grapevine Communication
 - (d) SWOT analysis
 - (e) Horizontal and vertical communication in organisational PR.

2. Answer any *one* of the following : $10 \times 1 = 10$
 - (a) Narrate the importance and functions of advertising in the corporate world. 10
 - (b) Discuss the functions of different PR tools. 10