

143(A)

UG-III/Media Studies-VI(H)/21

**2021**

**MEDIA STUDIES**

[HONOURS]

**Paper : VI**

Full Marks : 100

Time : 4 Hours

*The figures in the right-hand margin indicate marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**GROUP-A**

1. Write on any **two** of the following: 1×2=2
  - a) NRS
  - b) Slogan
  - c) POP
  - d) Storyboard
2. Write on any **five** of the following: 2×5=10
  - a) Brand Positioning
  - b) Print Ad Copy
  - c) OTS
  - d) Advertising Budget
  - e) PLC
  - f) Corporate Advertising
  - g) Advertising as a Marketing Tool

*[Turn over]*

3. Answer any **three** of the following: 6×3=18
  - a) Discuss the major advantages and disadvantages of Display and Classified Advertising.
  - b) Discuss the role of research in planning an ad campaign.
  - c) State the basic differences between Retail and Local market.
  - d) Explain the effectiveness of direct marketing.
  - e) What is surrogate advertising?
4. Answer any **two** of the following: 10×2=20
  - a) 'Advertising through mass media reflects exercises that portray objectified representation of women and children' – Critically deliver your opinion.
  - b) Prepare an effective marketing plan for launching a new Mobile-App on health service in India.
  - c) What is a brand? Explain what do you understand by brand management.
  - d) Discuss the major types of Advertising with suitable examples.

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**GROUP-B**

5. Answer any **two** of the following:  $10 \times 2 = 20$
- a) Identify the tools which are suitable for maintaining proper media relations. How does a PRO establish and maintain community relations?
  - b) List the stages of campaigning in Public Relations.
  - c) What is Public Relations? Compare it with Propaganda and Advertising.
  - d) How does a Public Relations Officer proceed to solve a problem? Describe the steps they should take to address a crisis. Explain with a suitable example.
6. Answer any **three** of the following:  $6 \times 3 = 18$
- a) Trace the growth and development of PR in India.
  - b) What is the significance of PR in NGOs?
  - c) Do you think PR is a management function? Justify your answer.
  - d) "House journals provide a human face to the company"– Discuss.

- e) Proper 'Employee Relations' is the key to achieving success for an organisation – Explain.
7. Write short notes on any **two** of the following:  $6 \times 2 = 12$
- a) Importance PRSI.
  - b) PR and new technology.
  - c) Discuss with specific examples the different ways in which a PRO can 'sell' different institutional facts as newsworthy stories for print media.
  - d) Name the newspapers (published from Kolkata) that you would target as a PRO for the coverage of a business event. Give reasons.
  - e) List the preparations you would take to organise a press conference for the launch of a soft drink brand in Kolkata.