



UNIVERSITY OF NORTH BENGAL
B.A. Honours 3rd Semester Examination, 2020

CC7-MASS COMMUNICATION AND JOURNALISM
ADVERTISING AND PUBLIC RELATIONS

Full Marks: 60

ASSIGNMENT

*The questions are of equal value.
The figures in the margin indicate full marks.*

Answer any *three* questions from the following

20×3 = 60

1. Define advertising. Explain its history and origin. 20
2. What is the role of PR in crisis management? Provide some case studies as example. 20
3. Explain the role of Public Relations and the tools employed to perform the activity. 20
4. Enumerate the different departments existing within an Advertising Agency. 20
5. What role does PR play in the brand image building of a Company in the Private Sector? Support your answer with a case study. 20

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