



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

DSC3-MASS COMMUNICATION & JOURNALISM
ADVERTISING AND PUBLIC RELATION PAPER-III

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 and explain the different types of advertisements.
2. Explain the functions of the different departments of an Advertising Agency. Provide a drawing to show the organizational chart of an advertising agency.
3. What is an ad budget? Explain the different methods to draw ad budgets.
4. Define Public Relations and explain its origin.
5. What is crisis management? What is the role of Public Relations in crisis planning?

—x—