



**UNIVERSITY OF NORTH BENGAL**

B.A. General Part-II Examination, 2021

**MASS COMMUNICATION AND JOURNALISM**

**PAPER-V**

**PUBLIC RELATIONS AND ADVERTISING**

Full Marks: 50

**ASSIGNMENT**

*The figures in the margin indicate full marks.*

**GROUP-A**

1. Answer any *two* questions: 20×2 = 40
- (a) Define Public Relations. Differentiate PR with advertising.
  - (b) What is Crisis Management? Discuss the role of Public Relations in Crisis Planning and Handling.
  - (c) Define Advertising. What are the different types of Advertising?
  - (d) Discuss in detail the various stages of an Advertising Campaign.
  - (e) Explain the role of Public Relations in the Public Sector.

**GROUP-B**

2. Answer any *one* question: 10×1 = 10
- (a) Explain briefly the role and functions of a Public Relations Officer of any organisation.
  - (b) State the differences between a display advertisement and a classified advertisement.

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