

(PGDPR&AD)-1A

## Public Relations and Advertising

(One Year P.G. Diploma Course)

### Assignment

for Term End Examination, June 2020

### Paper : I

## Principles and Theories of Communication and Public Relations

Full Marks : 100

Weightage of Marks : 20%

**Special credit will be given for accuracy and relevance in the answer. Marks will be deducted for incorrect spelling, untidy work and illegible handwriting. The weightage for each question has been indicated in the margin.**

### Group – A

Answer any *two* questions : 18×2=36

1. Briefly trace the history of printing in its early phase. 18
2. What do you mean by effective communication ? What are the different features of communication ? 6+12
3. In what ways, technology plays an important part in mass communication ? 18
4. Highlights the major features of the Code of Venice. 18

### Group – B

Answer any *three* questions : 12×3=36

1. Why is ethics an indispensable part of the public relations practice ? 12
2. What is the role of research in public relations ? 12

W-1

P.T.O.

(PGDPR&AD)-1A

(2)

3. Discuss the Race formula, critically. 12
4. In your own words, explain the P.R. campaign. 12
5. Enumerate the importance of public relations in a modern management function. 12
6. Write briefly about the limitations of mass media in India. 12

### Group – C

1. Write short notes on (any *four*) : 7×4=28
  - a) Two Way Communication.
  - b) Ivy Lee.
  - c) BIFR definition.
  - d) Public opinion.
  - e) Opinion leaders.
  - f) Marketing.
  - g) Lobbying.
  - h) Semantic barrier.

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3. Last date of Submission of marks by the examiner to the Study Centre : 02.12.2020
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## Public Relations and Advertising

(One Year P.G. Diploma Course)

### Assignment

for Term End Examination, June 2020

Paper : IIA

### Writing and Media for Public Relations

Full Marks : 50

Weightage of Marks : 20%

**Special credit will be given for accuracy and relevance in the answer. Marks will be deducted for incorrect spelling, untidy work and illegible handwriting. The weightage for each question has been indicated in the margin.**

Answer **any two** questions of which **one** should be from **A** and other **one** from **B** (within 250 words) [Each question carries 9 marks].

[A]

1. How is writing of newspapers different from other kinds of writing ? Discuss with a few examples.
2. "The advent of FM channels has revived the prospects of radio as a medium." Discuss.

[B]

3. a) What is a Press Release ?  
b) Draft a press release to be given by Indian Oil on the occasion of PETROTECH-2016, the 12th International Oil & Gas Conference & Exhibition to be inaugurated by Prime Minister of India.
4. How are new developments in telecom and computer technologies impacting the public relations process.

W-2

P.T.O.

Answer **any three** questions of which at least **one** must be from either **A** or **B** (within 150 words) [Each question carries 6 marks].

[A]

5. How can social media help in Public Relations Campaign ?
6. What is the role of photographs in Public Relations Campaign ?
7. Discuss the importance of community radio as agent of change.

[B]

8. Do you think exhibitions and trade fairs serve any useful P. R. purpose ? Give reasons for your answer.
9. What are the strengths of television as a medium for public relations messages.
10. Trace the importance of language newspapers in India.

Write short notes on **any two**, attempting at least **one** from each group (within 50 to 70 words each) :  $7 \times 2 = 14$

[A]

11. SITE.
12. Inverted Pyramid.
13. 'Prasar Bharati'.

[B]

14. Captions.
15. Radio Spot.
16. CAS.

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(3) **(PGDPR&AD)-2A**

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## Public Relations and Advertising

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### Assignment

for Term End Examination, June 2020

Paper : III

### Corporate Public Relations

Full Marks : 100

Weightage of Marks : 20%

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#### Group – A

Answer any *two* questions : 18×2=36

1. What is crisis management ? Explain with special reference how the ministry of External Affairs, Govt. of India uses different tools to solve emerging crisis situations.
2. Write a brief note on the Bengal Leads Summit. Explain how this programme is being used to build the image of West Bengal as a investment destination and attract FDI.
3. a) Distinguish between 'image' and 'identity'.  
b) Public Relations Society of India recently had its Annual Conference in Kolkata. Discuss the agenda of the conference to explain how it has been used to develop PRSI's image and maintain its identity.

4. What do you understand by Corporate Social Responsibility ? Explain its significance with the help of CSR programmes of prominent corporate entities.

#### Group – B

Answer any *three* questions : 12×3=36

5. Explain the term 'public' in PR. Who are the publics of 'FICCI' as an organisation ?
6. (a) What is a House Journal ?  
(b) Design the contents of a House Journal of a interior decoration company.
7. Plan a Community Relations Programme for a Tea Estate meant for the children of the plantation labourers.
8. Explain in detail the function of the following tools of PR :  
(a) Exhibition (b) Annual Report (c) Field Visit.
9. Explain the role of media relations in PR ?

#### Group – C

Answer any *four* questions : 7×4=28

10. Write short notes on :  
(i) External Public (ii) P R Audit.
11. Importance of Press Conference as a PR tool.
12. Role of Digital Media in PR.
13. Explain the term Social Marketing.
14. Briefly enumerate the Code of Athens.

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(3) **(PGDPR&AD)-3A**

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(PGDPR&AD)-4A

## Public Relations and Advertising

(One Year P.G. Diploma Course)

### Assignment

for Term End Examination, June 2020

### Paper : IV

### Media Relations and Rural Communication

Full Marks : 100

Weightage of Marks : 20%

**Special credit will be given for accuracy and relevance in the answer. Marks will be deducted for incorrect spelling, untidy work and illegible handwriting. The weightage for each question has been indicated in the margin.**

#### Group – A

Answer any *two* questions : 18×2=36

1. Describe in brief the role of I.P.T.A. in spreading the message of social consciousness.
2. How is the 'News' different from a 'Feature' ? — Discuss.
3. Illustrate various types of visual aids which can be used for effective rural communication.
4. Discuss in detail the format and advantages of Yatra.

#### Group – B

Answer any *three* questions : 12×3=36

5. Describe in brief the major functions of communication.
6. Explain the steps involved in development of rural communication strategy.

W-4

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(PGDPR&AD)-4A

(2)

7. What is Community Radio ? Is it helpful in achieving the balance between entertainment and information ? — Explain.
8. What are the fundamentals of writing for Community Radio ? — Explain.
9. As a P.R. Practitioner what is the checklist would you follow while organising a Press Conference ? — Discuss.
10. What role does Rural Newspaper play in spreading of information ? — Discuss.

#### Group – C

11. Write short notes on any *four* of the following : 7×4=28
  - (a) Rural Fair.
  - (b) Puppetry.
  - (c) Folk Song.
  - (d) Kavi Gaan.
  - (e) Media Tour.
  - (f) Letters to the Editor.
  - (g) Objectives of Community Development Programme.
  - (h) Local level participation in Rural Communication.

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(PGDPR&AD)-5A

## Public Relations and Advertising

(One Year P.G. Diploma Course)

### Assignment

for Term End Examination, June 2020

Paper : V

Advertising : (Theory and Practice)

Full Marks : 100

Weightage of Marks : 20%

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#### Group – A

Answer any *two* questions : 18×2=36

1. Identify ten slogans from various current advertisements and change the same, giving reasons for the change.
2. Discuss the role and function of advertising in the Indian context.
3. Explain four best known Response-Hierarchy models. Give your views about the one you like best.
4. Discuss the role and functions of ASCI in Indian public life.

#### Group – B

Answer any *three* questions : 12×3=36

5. Discuss Below-the-line-media.
6. What do you know about Direct mail advertising ?

W-5

P.T.O.

(PGDPR&AD)-5A

(2)

7. What are the cultural harms of Advertising ?
8. Discuss the job responsibilities of an Account Executive in an Agency.
9. What are the various forms of outdoor advertising in India ?
10. What do you know about Competitive Advertising.

#### Group – C

11. Write short notes on any *four* : 7×4=28  
(a) Jingle (b) SKIM (c) Logo (d) DAVP (e) Sky Writing  
(f) Banner (g) David Ogilvy (h) Media Scheduling (i) NRS (j) Social Service Advertising.

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## Public Relations and Advertising

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### Assignment

for Term End Examination, June 2020

Paper : VI

Advertising : (Theory & Practice)

Full Marks : 100

Weightage of Marks : 20%

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A. Answer any *two* from the following : 18×2=36

1. How does a TV commercial perform ? Explain whether there's a correlation between people liking it and sale of the brand ? Explain in detail how effectively a commercial must act. Discuss also how 'me too' products are differentiated in TV commercial.
2. Elaborate about the view 'When your advertiser is ready to approve the look of the final ad he would look for evaluation with very relevant points'. A famous doyen of advertising advised important points for effective ad look – what are they ? 'Made for each other' ads art direction made on an effective appeal with important dimensions – explain.

P.T.O.

3. Write in detail about how effective copywriting can be made to give emphasis in ad texts to bring out the benefits of the product / service. A doyen in advertising advised for successful writing, mention them.
  4. Explain how Media Planning Process depends on total advertising objective and strategy and what are the different stages of the process ?
- B. Answer any *three* of the following : 12×3=36
1. Discuss some of the objectives of a typical consumer goods campaign.
  2. While fixing the ad expenditure one has to consider several important tasks deciding about budget of expenditure – discuss in detail.
  3. In test marketing if the marketer has to decide about which cities could be considered for testing the marketability of a new product how would one decide about survey method and how the same can be compared with other methods — elaborate.
  4. What are the different types of body copy that a copywriter could write for an ad ? Give examples.
  5. Write briefly :  
(a) Qualitative research (b) Focus Group (c) Projective Technique (d) Corporate Image Study.

(3) (PGDPR&AD)-6A

C. Write short (answer any *four*) : 7×4=28

- i) Research is the starting point for marketing.
  - ii) Important campaign strategy checkpoints.
  - iii) Stages of media reach and frequency.
  - iv) Typical consumer campaign objective.
  - v) Radio commercial in brief .
  - vi) TV Script.
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