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6 SEM TDC DSE HSC (CBCS) 1 (H)

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(June/July)

HOME SCIENCE

(Discipline Specific Elective)

(For Honours)

Paper : DSE-1

(Advertising and Public Relations)

(Theory)

Full Marks : 53

Pass Marks : 21

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. State whether the following are True or
False : 1×5=5

(a) Advertising is a means of
communication.

(b) Video advertising is popular advertising
in today's digital marketing.

(c) Advertising can create awareness.

- (d) Television is not a media of public relations.
- (e) If there is no communication, there is public relation.

2. What do you understand by the following terms (any five)? 2×5=10

- (a) Media
- (b) Display advertising
- (c) Audience segmentation
- (d) Advertising media
- (e) Mobile advertising
- (f) Ethics
- (g) Native advertising

3. Write the difference between the following (any two) : 4×2=8

- (a) Public relations and Corporate image building
- (b) Television advertising and Online advertising
- (c) Publicity and Advertising

4. Write short notes on the following (any three) : 4×3=12

- (a) Origin of advertising
- (b) Advertising Agencies Association of India

(3)

(c) Apex bodies in advertising

(d) Importance of public relations

5. Describe about the ethical and legal aspects of advertising. 4+4=8

Or

Write about the ethical and legal aspects in public relations. 4+4=8

6. Write about the functions of Public Relations Organizations. 10

Or

How do you build a relationship between Public Relations and Marketing? 5+5=10

Or

Write about the organizational structure and functions of advertising agencies. 5+5=10
