

Total No. of Printed Pages—3

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

2025

(May)

HOME SCIENCE

(Discipline Specific Elective)

(For Honours)

Paper : DSE-1

(Advertising and Public Relations)

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 statements are True or False : 1×5=5
 - (a) Digital advertising is declining in popularity compared to traditional print advertising.
 - (b) Public relations and advertising serve the same purpose and use identical strategies.

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(Turn Over)

- (c) Advertising campaigns often use emotional appeals to influence consumer decisions.
- (d) Public relations specialists often work with influencers to promote a brand image.
- (e) Internal communication, such as company newsletters, is not considered a part of public relations.

2. What do you understand by the following terms? 2×3=6

- (a) Digital advertising
- (b) Press conference
- (c) Traditional media

3. Write explanatory notes on the following (any three) : 5×3=15

- (a) Role of Apex Bodies in Advertising
- (b) Key factors that have contributed to the growth of public relations in India
- (c) Importance of audience segmentation in advertising
- (d) AAI and its objectives

4. Describe the impact of technology on the transformation of advertising over time. 7

Or

What is media planning? How does media planning contribute to the success of an advertising campaign? 2+5=7

5. Answer any two from the following questions : 10×2=20

(a) "People do not buy goods and services. They buy relations, stories, and magic." How do PR tools help companies build strong relationships with the public? 10

(b) Discuss how PR organisations handle negative publicity. What are the primary functions of a PR organization? 3+7=10

(c) What are the different types of advertisement? Discuss the role of advertising in society. 5+5=10

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