

Exam. Code : 103204

Subject Code : 1159

B.A./B.Sc. Semester—IV

**MASS COMMUNICATION AND VIDEO
PRODUCTION**

(Press Laws, Advertising and Public Relations)

Time Allowed—3 Hours]

[Maximum Marks—80

SECTION—A

Attempt **all** questions. Each question carries **2** marks.

1. House journal
2. Logo
3. Ad-copy
4. Display advertising
5. PR Publications
6. Advertising appeals
7. Importance of Slogan
8. Lobbying
9. Public opinion
10. Emotional appeal. 10×2=20

SECTION—B

Attempt **eight** questions. Each question carries **5** marks.

1. Discuss in brief various articles of Contempt of Court Act, 1971.
2. Why Press laws are important for Journalists ?

3. Discuss in detail the Press and Registration of Books Act, 1867.
4. What is the importance of advertisements for newspaper industry ?
5. What is layout ? Explain the various types of layouts.
6. Discuss in detail the types of PR Publics.
7. Write a brief note on the structure and functioning of an Ad-agency.
8. Discuss the role and importance of PR in Public Sector.
9. Explain various types of advertisements.
10. Discuss in detail the various tools used by PRO.

8×5=40

SECTION-C

Attempt **two** questions. Each question carries **10** marks.

1. What is Defamation ? Give suitable examples of defamation from recent happenings in politics.
2. How can Mass Media contribute to social change and what role do the media play in Indian politics ?
3. Distinguish between Propaganda, Publicity and Public Relations.
4. What are the important points to keep in mind while planning an advertising campaign ?

10×2=20