

2021

COMMUNICATIVE ENGLISH — MAJOR

Paper : CC-8

Full Marks : 65

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

(Public Relations)

1. Answer **any two** questions from the following : 6×2
 - (a) What do you understand by Public Relations? What are its predominant functions? Discuss using examples.
 - (b) What are the essential qualities of a public relations officer?
 - (c) Write a comprehensive note on the future trends of Public Relations using sufficient examples.
 - (d) Distinguish between Internal PR and External PR.

2. Write **any three** short notes of the following : 4×3
 - (a) Responsibilities of a Public Relations Officer
 - (b) Online Advertising
 - (c) Use of Social Media in Public Relations
 - (d) The 'House Journal'
 - (e) Classified Advertising.

3. Write a press release on **any one** of the given topics : 6×1
 - (a) You are the Public relations officer of a pharmaceutical company. Your company is about to launch a special category of eco-friendly masks for general use during the COVID-19 pandemic. Draft a press release for the purpose.
 - (b) You are the chief public relations officer of an IT company. Draft a press release stating the safety protocols to ensure appropriate working conditions of your personnel during the pandemic situation, as well as the help and outreach activities extended to the society at large.

Please Turn Over

Group - B
(Advertising)

4. Answer **any one** of the following : 7×1
- (a) How is advertising related to Public Relations? Explain the functions of advertising in this context.
 - (b) What are the steps that are taken in the formulation of an advertising campaign? Explain with a suitable example.
5. Answer **any four** of the following in brief : 2×4
- (a) What do you mean by standard advertising?
 - (b) How do indoor and outdoor advertising differ?
 - (c) What is a headline? How long should it ideally be?
 - (d) What do you understand by the term 'copy' in advertising?
 - (e) Distinguish between Advertising and Public Relations.
 - (f) Distinguish between Classified and Display Advertising.
6. Write **any two** classifieds out of the following for an English daily : 5×2
- (a) You want to start online French language courses for interested candidates.
 - (b) Your company sells second hand cars at reasonable price.
 - (c) A fully-furnished three-bedroom flat is available for rent.
7. Prepare a display advertisement on **any one** of the following : 10×1
- (a) A completely herbal mosquito repellent.
 - (b) A famous shoe store is organising a mega sale of footwear and leather bags. Design and draft a promotional display advertisement.
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