

2021

JOURNALISM & MASS COMMUNICATION-GENERAL

INTERNAL ASSESSMENT

SEM III (GEN)

THEORY

PAPER: GE-3-3

FULL MARKS: 10

TIME: 3pm

All questions carry equal marks

1. Answer any One question from the following: 10

a. What is Ad Agency?

b. Define public Relation. What are the duties and qualities of a PRO?

c. Briefly discuss about Brand positioning with examples.