

UNIVERSITY OF CALCUTTA
B.A. PART III (HONOURS) EXAMINATION 2021
(UNDER 1+1+1 REGULATION)
JOURNALISM AND MASS COMMUNICATION
PAPER – VIII (PRACTICAL)
WRITTEN

FULL MARKS: 100

TIME: 4 HOURS

Answer any four (4) of the following questions.

- 1. Write a Radio Talk on any of the following topics: (25)**
 - a. COVID-19 Pandemic and Online Education
 - b. Vaccination Drive

- 2. Prepare a Classified Advertisement on any of the following topics (25)**
 - a. Lost and Found
 - b. Matrimonial

- 3. Write an article for your company's House Journal on any of the following topics: (25)**
 - a. 25 years celebration of your company
 - b. COVID-19 vaccination camp organized by your company

- 4. Prepare an AV script for the advertisement of any of the following products: (25)**
 - a. Mobile Brand
 - b. Brand New Car

- 5. Prepare a Display Advertisement on any of the following topics (25)**
 - a. Super Market
 - b. Furniture Shop

- 6. Write 10 new slogans for different brands or products. (25)**