

12/12/16

Doon University
Semester Final Examination
M.A. Communication (3rd Semester)
Comm 613-Advertising Management
Marks Allotted: 50
Time allowed: 3 Hours

Attempt All Sections

Section A

Answer ONE of the following (15 Marks)

1. Describe the steps of the Advertising Process.

OR

2. Explain Copywriting with reference to writing a Print Advertisement

Section B

Answer any ONE of the following : (10 Marks)

1. What do you understand by USP? Explain.

OR

2. Discuss the structure and functions of an Advertising Agency.

Section C

Write notes on any FIVE of the following(5 marks each) :

- 1) Digital Advertising
- 2) Advertising Situations
- 3) ASCI
- 4) Choose any TV commercial and analyse it from any angle of your choice
- 5) Writing copy for a TV ad
- 6) Positive effects of advertising on society
- 7) Creative strategies in advertising
- 8) Ad appeals