

18-12-2015

Doon University

Semester Final Examination
M.A. Communication (3rd Semester)
Comm 613 –Advertising Management

Marks Allotted : 50
Time Allowed : 3 Hours

Section A

Answer ONE of the following (15 Marks)

- 1) Discuss the Structure and functions of an Advertising Agency.

OR

- 2) Discuss Classification of Advertisements

Section B

Answer any ONE of the following (10 Marks)

- 1) Discuss Consumer Behaviour

OR

- 2) Elaborate on the Need, purpose and benefits of advertising

Section C

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

- 1) Ad strategy and campaign planning
- 2) Negative impacts of advertising on society
- 3) Role of Research in Advertising
- 4) Advertising situations
- 5) A brief history of advertising
- 6) Positive impact of advertising on society
- 7) Advertising in the marketing mix
- 8) ASCI