

Doon University
Semester Final Examination
M.A. Communication (3rd Semester)
Comm 614 –Creative Strategies & Media Planning for Advertising

Marks Allotted : 50
Time allowed: 3 Hours

Attempt All Sections

Section A

Answer any ONE of the following (15 marks)

- 1) Describe the steps of the Advertising Process.
- OR
- 2) Write about various kinds of appeals used in advertising.

Section B

Answer ONE of the following (10 marks)

- 1) Explain what you understand by creativity in advertising.
- OR
- 2) Elaborate on the concept of USP in advertising.

Section C

Write notes on any FIVE of the following(5 Marks each);

- 1) Audience measurement
- 2) Steps of writing a good print ad
- 3) Concept testing and copy research
- 4) Steps of writing a good TV ad script
- 5) The creative process
- 6) Brand image and positioning
- 7) Design and Window displays
- 8) Discuss your favourite TVC, describing its strengths