

5/12/2012



**DOON UNIVERSITY, DEHRADUN**  
**Semester Final Examinations, Third Semester; 2012**  
**School of Communication**

**MA Communication**  
**Course – COMM-613 : Advertising Management**

*Time Allowed: 3 Hours*

*Maximum Marks: 50*

**Section :A**

Note: Attempt any four of the following questions:-

*(Marks: 5x4=20)*

1. What are the factors that are affecting the behaviour of a consumer?
2. What do you know about market segmentation?
3. Why packaging is an important tool of marketing?
4. Discuss different types of advertising.
5. What is the role of advertising so far as society is concerned?

**Section :B**

Note: Attempt any three of the following questions:-

*(Marks:10x3=30)*

1. What is advertising research? What it does? Why is it needed?
2. Define and explain advertising agency. Explain its functions?
3. What is an ad-budget? What factors do influence the size of ad budget?
4. What is advertising campaign? Explain steps involved in advertising campaign planning.