

28-3-17



DOON UNIVERSITY, DEHRADUN

Mid-Term Examination, 2017

School of Communication

M.A. (Mass Communication)-2 Year

Course: COMM – 505: Introduction to Strategic Communication

Time Allowed: 2 Hours

Maximum Marks: 30

**SECTION: A (Short Answer Type Questions/ to be answered in about 25 words.
Attempt any FIVE Questions. (Marks:2*5=10)**

1. Expand RPCE.
2. What is a Communiqué?
3. Expand PRSI. When was it established?
4. What is Public Opinion?
5. Name any two PR agencies.
6. Name any two advertising agencies.

**SECTION: B (Short Answer Type Questions to be answered in about 75 words.
Attempt any FOUR Questions. (Marks:5*4=20)**

1. Explain the four phases of PR development.
2. What do you mean by 'public' with respect to PR? Explain in detail.
3. Explain Social Responsibility and Change Agent as a principle of PR?
4. What is advertising? Enlist and explain the major elements that would be required to define advertising.
5. What is spin? Explain with examples. Who is a spin doctor?
6. What is DAGMAR? Explain.
7. 'PR and Advertising are management functions'. Define the statement.