



DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, IV Semester, 2018
 Academic Year 2017-18 (Even Semester)
School of Media & Communication studies
Programme: 5-year Integrated MA in Media & Communication studies
Course Code with Title: COMM 251 - Advertising

Time Allowed 2.00 Hours

Maximum Marks: 30

SECTION : A: Attempt all questions, each question carries 2 marks (Total Marks - 6)

- i) Define *Advertising*.
- ii) What do you understand by *Appeal*?
- iii) What is the name of the first Newspaper that carried Advertisements in *India*?
 or
 What contributed to the rise of *Advertising*?

- *Swadeshi movement*
- News agencies
- New industries
- Introduction of new printing technologies

SECTION : B: Attempt all questions, each question carries 4 marks (Total Marks - 12)

- i) How *Advertising* helps to promote *Research*?
- ii) Explain the *Active Participants* in *Advertising*.
- iii) Explain the features of *Advertising*.
 or
 ‘*Advertising is a Support to Press*’ , Explain.

SECTION : C: Attempt all questions, each question carries 6 marks (Total Marks - 12)

- i) Explain any two of the following with suitable example:
 - Public service Advertising
 - Institutional Advertising
 - Surrogate Advertising
- ii) Explain any four types of *Advertisement Appeal* with example.