

28/3/2018



DOON UNIVERSITY, DEHRADUN

Mid Semester Examination, 2018

School of Communication

M.A. (Mass Communication)-2 Year 2 Sem

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.

Answer all five questions given below:

*(Marks: 2*5=10)*

1. What is a house journal?
2. Expand AIDA.
3. Define Propaganda.
4. What are white papers?
5. Define public and crowd.

**SECTION: B (Short Answer Type Questions to be answered in about 150 words.
Attempt any FOUR Questions.**

*(Marks: 5*4=20)*

1. In how many ways can you define public? Answer keeping in mind the discussions held in class.
2. What is DAGMAR? Explain in detail.
3. Define any two basic principles of Public Relations giving examples.
4. Explain the historical development of PR w.r.t. the
5. State any four differences between PR and Advertising.