



4-4-2013

DOON UNIVERSITY, DEHRADUN
Mid-Term Examination, Second Semester- 2013
School of Communication

MA Communication
Course – Comm. 505: Introduction to Strategic Communications

Time Allowed: 2Hours

Maximum marks: 30

Note: Attempt all the questions from Section A, B & C.

Section- A (Development Communication)

Q.1 Development has moved from economic approaches to sociological approaches. While discussing this statement, elaborate upon different indicators of development. (04 Marks)

Q.2 While defining Development Communication, discuss the main postulates of communication for development and social change. What is the modernization paradigm of communication for development? Discuss with examples. (06 Marks)

Section- B (Public Relations)

Q.3 Describe ten activities/ functions/skills of a Public Relations Professional. (06 marks)

Q.4 Write notes on ONE of the following: (04 marks)

- a. Five stages of communication
- b. 4 A's of Public Relations
- c. Definitions of PR
- d. Strategic Communication
- e. Aristotle's Rhetoric

Section- C (Advertising)

Q.5 What do know about advertising? Briefly discuss different functions of advertising. (05Marks)

Q.6 Identify different types of advertising and elaborate it with proper example. (05marks)