

4-6-03



**DOON UNIVERSITY, DEHRADUN**  
**Final Semester Examination, Fourth Semester, 2013**  
**School of Communication**

**M.A. Communication**  
**Comm 615: Workshop on Communication and Production for AD & PR**

Marks Allotted : 40

Time Allowed: 2 1/2 Hours

Attempt all Sections:

**SECTION A**

Attempt ONE of the following: ( 15 Marks)

- 1) What are the various aspects to be kept in mind while planning and organizing a conference?

OR

- 2) What are the types of press releases? Explain in detail.

**SECTION B**

Write on ONE of the following (10 Marks)

- 1) Evolution of Indian Advertising down the decades.
- 2) Essential elements and features of Copywriting.
- 3) Different types of appeals used by advertising.
- 4) The various steps of the advertising process.

**SECTION C**

Write NOTES on any THREE of the following (5 marks each)

- 1) Creativity in Advertising
- 2) Slogans and Jingles
- 3) Online Advertising
- 4) Print Ads
- 5) Brochures