



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

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

Time Allowed: 3Hours

Maximum marks: 50

Note: Attempt all the questions from Section A, B & C. Section A contains 15 marks, section B contains 20 marks and section C contains 15 marks.

Section- A (Development Communication)

Q.1 “Modernization paradigm to development communication has withered away”. Do you agree? While discussing this statement, elaborate upon different theories/approaches challenging the modernization paradigm to development communication.

07 Marks

Q.2 Discuss different stages of development communication programme/campaign planning & implementation. Give relevant examples/instances.

04 Marks

Q.3 Discuss a few experiences and experiments in respect of use of mass media for development and social change in India.

04 Marks

Section- B (Public Relations)

Q.4 Attempt any ONE of the followings:

10Marks

4a) Write in detail about the ten basic publics of an organization in the context of Public Relations.

OR

4b) Write about any ten activities associated with Public Relations as a profession.

Q.5 Write short notes on any ONE of the followings:

5Marks

5a) Branding

5b) Strategic communication

5c) PR Publics

Q.6 Write short notes on any ONE of the following:

5

Marks

6a) RPCE Model

6b) Corporate Communication

6c) PR's role in building corporate image

Section- C (Advertising)

Q.7 Advertisements are making indelible imprints on our mind. Identify at least five such types of advertisements and give the reason why do you like these advertisements. (05Marks)

Q.8 What is an advertising copy. Discuss its different elements. (05marks)

Q.9 How advertising is differ from Public relation, sales promotion & direct selling? (05marks)