

4-4-2016



DOON UNIVERSITY, DEHRADUN

Mid Semester Examination, 2016

School of Communication

M.A. (Mass Communication)-5 Year Integrated

Course: COMM – 251: Advertising

Time Allowed: 2 Hours

Maximum Marks: 30

SECTION: A (Short Answer Type Questions/ to be answered in about 25 words.

Attempt all FIVE Questions.

*(Marks:2*5=10)*

1. Differentiate between Customers and Consumers.
2. Lifestyle advertising.
3. Name any two Advertising Agencies.
4. Expand IMC.
5. Give 2 differences between Advertising and PR

SECTION: B (Short Answer Type Questions to be answered in about 75 words.

Attempt all FOUR Questions.

*(Marks:4*5=20)*

1. On the basis of the class discussion on USP, analyse any advertisement of your choice and highlight the communication of USP in that advertisement.
2. Give one definition of Advertisement and elaborate on the key words.
3. Write a note on 'Classification of Advertising'
4. What do you mean by Hierarchy of needs?