

4-4-2016



DOON UNIVERSITY, DEHRADUN

Mid Semester Examination, 2016

School of Communication

M.A. (Mass Communication)-2 Year

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.

Attempt all FIVE Questions.

*(Marks:2*5=10)*

1. Define 'Opinion Leader'.
2. Define propaganda.
3. Define publics in PR.
4. Define Strategic Communication.
5. Name any two PR agencies.

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, define 'limited effects' paradigm.
2. Define 'Audience Analysis' and 'Change Agent' as principles of PR.
3. How are symmetrical and asymmetrical models of PR different from each other?
4. What is RPCI model? Explain.