

14.2013



**DOON UNIVERSITY, DEHRADUN**  
**Mid –Term Examination, Fourth Semester- 2013**  
**School of Communication**

**M.A. Integrated ( Communication)**  
**Course – COMM: 251: Advertising**

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*Time Allowed: 2Hours*

*Maximum marks: 30*

Note: Attempt all the questions. Each question carries 5 marks.

1. Define Advertising and discuss different functions of Advertising.
2. What is the scope of Advertising in India?
3. List down different types of advertising.
4. What do you know about advertising copy?
5. Identify different types of headlines and elaborate these with proper examples.
6. How Advertising differs from Public Relation & Sales Promotion?