

4/6/2016



## DOON UNIVERSITY, DEHRADUN

### End Semester Examination, 2016

#### School of Communication

M.A. (Mass Communication)-5 Year Integrated  
Course: COMM – 251: Advertising

*Time Allowed: 2 Hours*

*Maximum Marks: 50*

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

**Attempt any FIVE Questions.**

*(Marks:2\*5=10)*

1. Define Bandwagon appeal.
2. Name the advertising agency for Nestle India?
3. What do you mean by commodity?
4. What is AAAA?
5. What is weasel claim? Give one example.
6. What do you mean by 'direct mail' in advertising?

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

**Attempt any FOUR Questions.**

*(Marks:4\*5=20)*

1. On the basis of class discussion elaborate on Benetton's Shock Advertising.
2. What do you understand by (a) Brand Image (b) Brand Personality? Give examples of both.
3. Explain 'continuity' as an objective of advertising?
4. Expand DAGMAR. Explain in detail the meaning and importance of DAGMAR in advertising.
5. Give any five codes of ethics associated with Advertising.
6. 'The parameters of practicing Self Regulation by the advertisers are not uniform'. Do you agree/disagree, explain.

**SECTION: C (Long Answer Type Questions to be answered in about 750 words.**

**Attempt any ONE Question.**

*(Marks:20\*1=20)*

1. What is Strategic and Evaluative Research in Advertising? Explain giving examples.
2. Write a note on 'Portrayal of Women and Children in Advertising in India'.