

24/5/2016
23/5/2016



DOON UNIVERSITY, DEHRADUN

End Semester Examination, 2016

School of Communication

M.A. (Mass Communication)-2 Year

Course: COMM – 505: Introduction to Strategic Communication

Time Allowed: 3 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. Expand ASCI, PSRI.
2. Who is a 'Creative Boutique'?
3. What is Weasel Claim?
4. Expand IEC and BCC?
5. Name any two Advertising agencies.
6. What is Publicity?

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

Attempt any FOUR Questions.

*(Marks:4*5=20)*

1. What is Dominant Paradigm? Explain in detail.
2. Explain the following: (a) Shock Advertisements (b) Puffery.
3. What are Radio Rural Forums?
4. What is DAGMAR? Explain.
5. What is Development Communication? How has the concept of development changed pre and post world war?
6. Discuss any 4 Advertising Appeals.
7. What are PR Tools? Explain any two.

SECTION: B (Long Answer Type Questions to be answered in about 750 words.)

Attempt any ONE Question.

*(Marks:20*1=20)*

1. What are alternative approaches to Development? Explain any two.
2. Discuss the various steps of an Advertising Campaign.
3. What is Spin? Explain giving 2 examples from recent happenings.