

29-5-018



DOON UNIVERSITY, DEHRADUN
Semester Final Examination-Fourth Semester-2013
School of Communication

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

Time Allowed: 3 Hours

Maximum marks: 50

A

Note: Attempt all the following questions:- (5*4)

Q.1 What are the factors that are affecting the behaviour of a consumer?

Q.2 What do you know about an advertising copy?

Q.3 Why packaging is an important tool of marketing?

Q.4 What do you know about branding. Discuss different strategies of branding?

B

Note: Attempt all the following questions:- (10*3)

Q.1 What are the ethics in advertising? Discuss the role of ASCI in promoting ethical norms in advertising?

Q.2 Draw organisational structure of an advertising agency (Big & small). Explain its functions?

Q.3 What is an advertising campaign? Explain steps involved in advertising campaign planning.