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BACHELOR OF ARTS JOURNALISM AND
MASS COMMUNICATION (BAJMC)
EXAMINATION: JANUARY- 2022
FIFTH SEMESTER
Sub: Media Marketing (BAJMC 18-5001)

Date : 10/01/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

Q. 1 Descriptive Answer (Any Two) (20)

1. What is advertising? Explain the functions with suitable example.
2. Explain the key players of advertising. Explain with example.
3. Explain Aristotle's concept of advertising.

Q. 2 Write short notes. (Any Two) (10)

1. Advertising Spiral
2. Advertising budget
3. Drip Campaign

Q. 3 Open Ended Question (Any One) (10)

1. What are the emotions used by the advertisers to persuade the consumers. Give example of any ad.
 2. What makes an advertisement remain in your memory? (Through Images\ words\music\phrases)
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