

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**

**B.A. in Journalism & Mass Communication**

**B.A. in Sound and Music Technology**

**B.A. in Film Making**

**B.A. in Photography**

**B.A. in Broadcast Journalism**

**EXAMINATION: JANUARY- 2022**

**FIFTH SEMESTER**

**Sub: Media Marketing (BAJMC/ BASA/ BAFM/ BAPH/ BABJ -19-5001)**

**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. Explain the functions of advertising with example.
2. What Advertising spiral explain with example.
3. Explain 4 Ps of marketing.

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

1. Branding
2. Advertising campaign
3. Outdoor Media.

**Q. 3 Open Ended Question (10)**

1. What Factors Would You Consider To Decide The Target Audience Of Your Ad?