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MASTERS OF ARTS IN MASS COMMUNICATION, ADVERTISING AND PR

EXAMINATION: JANUARY - 2022
SECOND SEMESTER

Sub: Fundamentals of Advertising (MADPR 18-201)

Date : 24/01/2022

Total Marks : 40

Time: 10.00 pm to 12.00 noon

Instruction:

All questions are compulsory.

Q.1. Answer the following. (Any One) (15)

1. Define advertisement? What are the various types of media used for advertisement?

OR

2. Online advertising business is a challenging occupation, explain, why ?

Q. 2. Write short notes. (Any Three) (15)

1. ASCI

2. Political Advertising

3. Propaganda versus Publicity

4. Functions of Ad

5. AIDA model

Q. 3. Open Ended Question (10)

Advertising Agencies offer specialized knowledge, skills and experience which are required to produce an effective advertising campaign – Discuss briefly the areas of agency activities with reference to the above statement, why? Give your answers with examples.