

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION, ADVERTISING AND PR
EXAMINATION: JANUARY - 2022
SECOND SEMESTER
Sub: Business of Advertising & Types of Ad (MADPR 18-202)

Date : 25/01/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

- Q. 1. Answer the following. (Any One) (15)**
- A. What is Advertising? Explain its features
- OR**
- B. What is the Role of advertising in Brand building?
- Q. 2. Write short notes. (Any Three) (15)**
1. Social Advertising
 2. Gmail Marketing
 3. Media Strategy
 4. Public Service ads
 5. Branding
- Q.3. Open Ended Question (10)**
1. Create an Ad for face cream you are going to introduce in the market.
- OR**
2. What are the steps in the creative process of making Ad
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