

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR, PHOTOGRAPHY
EXAMINATION: JANUARY - 2022
SECOND SEMESTER
Sub: Creativity in Advertising (MADPR 18-204)

Date: 28/01/2022

Total Marks : 40

Time: 10.00am to 12.00 noon

Instruction:

All questions are compulsory.

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

A. What is Ethos, Logos and Pathos in an advertisement?

OR

B. What are different advertisement appeals? Explain any ten with examples

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

1. Celebrity Endorsement
2. Social Media campaigns
3. Brand
4. Tag Lines
5. Typography

Q.3. Open Ended Question (10)

Design and advertisement campaign focused on selling Vegan Leather. You may also write a small script on a Vegan leather product of your choice.

Ad duration: 40 secs