

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**

**MASTERS OF ARTS IN MASS COMMUNICATION,  
ADVERTISING AND PR**

**EXAMINATION: JANUARY - 2022  
THIRD SEMESTER**

**Sub: Copy Writing & Advertisement for Print (MADPR 18-301)**

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**Date : 17/01/2022**

**Total Marks : 40**

**Time: 10.00am to 12.00noon**

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***Instruction:***

*All questions are compulsory.*

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

**(15)**

**A.** Describe the three appeals put down by Aristotle in context to advertising

**OR**

**B.** What are the skills required to become a copywriter?

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

**(15)**

1. Transcreativity
2. Types of Advertising Execution Techniques
3. Principles of Copy Writing
4. SMS Advertising
5. Use of Rational Appeal in Advertising

**Q. 3. Open Ended Question**

**(10)**

Design a sample appeal for Diwali Issue of Print media

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