

TILAK MAHARASHTRA VIDYAPEETH, PUNE

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

**EXAMINATION: JANUARY - 2022
THIRD SEMESTER**

Sub: Media Planning & Web Marketing (MAMC18-302)

Date : 18/01/2022

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 digital marketing? What are the different forms of digital marketing?

OR

B. What are the steps involved in media planning process?

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

(15)

1. SEO

2. Print Media Buying

3. Target Audience

4. Media Planner

5. Media Brief

Q.3 Open Ended Question

(10)

Prepare a media plan for a political campaign of a local politician or a prepare a media plan for an upcoming film releasing in theatres.