

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: JANUARY - 2022
THIRD SEMESTER

Sub: Writing & Advertising Production TV, Radio, Internet (MADPR 18-302)

Date : 18/01/2022

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 are Roles and responsibilities of the Director and Cinematographer

OR

B. Explain the Stages of Production.

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

(15)

1. Infographics
2. Public Service Ads
3. Mobile Advertising
4. Podcasting
5. Shooting Script

Q. 3. Open Ended Question

(10)

1. State the Importance of color theory in advertising
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