

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

**Sub: Advertising & Public Relations (MAMC 18-303)**

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**Date : 19/01/2022**

**Total Marks : 40**

**Time: 10.00 am to 12.00 noon**

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***Instruction:***

*All questions are compulsory.*

- Q. 1. Answer the following. (Any One) (15)**  
**A.** Define Advertising agency. Explain the structure and function of it.

**OR**

- B.** Define Public relation. What are qualities required to become a good Public relation officer?

- Q. 2. Write short notes. (Any Three) (15)**  
1. ASCI  
2. Different types of Advertising  
3. Public relation tools  
4. AIDA model  
5. PRSI

- Q. 3. Open Ended Question (10)**  
'PR plays a very important role in formulating public opinion during the elections.'  
explain.
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