

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: JANUARY - 2022
THIRD SEMESTER
Sub: Advertising Appeals (MADPR 18-303)

Date : 19/01/2022

Total Marks : 40

Time: 10.00am to 12.00noon

Instruction:

All questions are compulsory.

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

A. What do you understand by the word appeal? Explain the psychology behind the use of different types of advertisement appeals. Use suitable examples.

OR

B. What is the difference between bandwagon and celebrity endorsement appeal? Explain with the help of an example. Which one is more effective and why?

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

1. Product Aesthetics
2. Sports Appeal
3. Target Audiences
4. Emotional Appeal
5. Ideation

Q.3 Open Ended Question (10)

Ideate a campaign for an Electronic Vehicle (E bikes) brand. Define the target area, target audience, conceptual design and execution plan for the campaign.
