

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: JANUARY - 2022
THIRD SEMESTER
Sub: Glamour of Advertising (MADPR 18-304)

Date : 20/01/2022

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 Glamour? Explain the psychology behind use of Glamour in Advertising.

OR

- B.** What are the types of Fashion? Explain any 7 fashion types with example and impression that they create.

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

1. Body Shaming
2. Fad
3. Body Image
4. Aesthetics
5. Fashion Cycle

Q.3 Open Ended Question (10)

Explain how glamour industry sets social standards of 'fashion' and effects the way a society perceives beauty.
