

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION,**  
**PHOTOGRAPHY**

**EXAMINATION: JANUARY - 2022**  
**THIRD SEMESTER**

**Sub: Advertising Photography (MAPH 18-305)**

---

**Date : 20/01/2022**

**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 Advertising photography and their uses? Explain with example
  
- B. Explain the use of Food photography in Advertising? with example

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

**(15)**

- 1. Glamour in advertising
- 2. Product photography for advertising
- 3. Food photography for social media
- 4. Luxury brand for social media
- 5. FMCG products for outdoor media

**Q. 3. Open Ended Question**

**(10)**

Advertising photography plays a major role for creating awareness of different brands  
give your opinion

\_\_\_\_\_