

TILAK MAHARASHTRA VIDYAPEETH, PUNE

B.A. in Journalism & Mass Communication

B.A. in Sound and Music Technology

B.A. in Film Making

B.A. in Photography

B.A. in Broadcast Journalism

EXAMINATION: JANUARY - 2023

FIFTH SEMESTER

Sub: Media Marketing (BAJMC/BASA/BAPH/BAFM/BABJ -19-5001)

Date : 02/01/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1 Descriptive Answer (Any Two) (20)

1. What are the factors to be kept in mind while selecting media for advertising?
2. Explain 5 rules for designing an effective ad campaign.
3. What Factors would you consider to decide the target audience of your advertisement?

Q. 2 Write short notes. (Any Two) (10)

1. Advertising Agency
2. Corporate social responsibility
3. Advertising Spiral

Q. 3 Open Ended Question.(Any One) (10)

1. Marketing Mix is a foundation mix is a foundation model for businesses comment.
2. Write in detail representation of women in advertisements and issues revolving the same