

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

EXAMINATION: DECEMBER - 2022
SECOND SEMESTER

Sub: Advertising & Brand Management (MAPH 21- 203)

Date: 23/12/2022

Total Marks :40

Time: 2.00pm to 4.00noon

Instruction:

All questions are compulsory.

- Q.1. Answer the following. (Any One) (15)**
1. What is the use of Brand management?
 2. Describe the importance of advertising?
- Q. 2. Write short notes. (Any Three) (15)**
1. Brand loyalty
 2. Brand identity
 3. Social media
 4. Brand image
 5. Outdoor advertising
- Q.3 Open Ended Question (10)**
Brand management plays major role in advertising give your comment
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