

**TILAK MAHARASHTRA VIDYAPEETH, PUNE****MASTERS OF ARTS IN MASS COMMUNICATION,  
ADVERTISING AND PR****EXAMINATION: JANUARY - 2023  
THIRD SEMESTER****Sub: Copy Writing & Advertisement for Print(MADPR 18-301)****Date :02/01/2023****Total Marks :40****Time: 10.00am to 12.00noon*****Instruction:****All questions are compulsory.***Q.1. Answer the following. (Any One)****(15)**

What is Copywriting? Explain the attributes of a good copywriter. Elaborate the principles of copywriting.

**OR**

How will you write copy for the following audiences:

- a. For women
- b. For seniors
- c. For B2B advertising

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

1. CAN elements
2. Copy for radio ads
3. Classified advertisements
4. Creative brief
5. Logos, Pathos & Ethos

**Q.3. Open Ended Question****(10)**

Create Copy and Layout for a print ad for a brand selling stationery. Following are the details to be kept in mind.

1. The products are eco-friendly, plantable and have low carbon footprint.
2. The products are being offered at a launch discount of 20%
3. Ideal for gifting, Pocket friendly. Target audience is parents of younger children. Meant for instilling eco-friendly values at a young age. Assume all other details not included in this brief.