

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
EXAMINATION: DECEMBER - 2022
THIRD SEMESTER

Sub: Media Planning & Web Marketing (MAMC18-302)

Date : 14/12/2022

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. Define Media planning process. What is the role of a Media Planer?

OR

B. What is Marketing? What is the role of Advertising in Marketing? What are the various functions of Advertising?

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

1. Release Order
2. Reach & Frequency
3. Advertising Strategy
4. Email Marketing
5. Mobile Marketing

Q.3 Open Ended Question (10)

Explain Advertising and Media Planning using Rasana case study.

OR

Explain Advertising and Media Planning using Melbourne Metro Rail case study