

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

Sub: Writing & Advertising Production TV, Radio, Internet (MADPR 18-302)

Date :14/12/2022

Total Marks :40

Time: 10.00am to12.00noon

Instruction:

All questions are compulsory.

Q.1. Answer the following. (Any One)

(15)

Write a detailed note on Advertising, its effects and the purpose of advertising.
Mention the types of media used for advertising with examples.

OR

What is radio advertising? Write in detail about the advantages and disadvantages of radio advertising. How is radio advertising similar and dissimilar to TV advertisements?

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

(15)

1. Production stages in TV advertising
2. Digital advertising
3. Podcasting
4. What is cinematography
5. Casting

Q.3. Open Ended Question

(10)

Create copy for radio ad and TV ad for Rahul Gandhi's ongoing 'Bharat Jodo Yatra'.
How will you create buzz about the same on social media?
