

# TILAK MAHARASHTRA VIDYAPEETH, PUNE

## MASTERS OF ARTS IN MASS COMMUNICATION

EXAMINATION: DECEMBER - 2022

THIRD SEMESTER

Sub: Advertising & Public Relations (MAMC 18-303)

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Date : 15/12/2022

Total Marks : 40

Time: 10.00am to 12.00noon

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***Instruction:***

*All questions are compulsory.*

**Q.1. Answer the following. (Any One) (15)**

1. Explain Aristotle model of persuasion with example, also explain how different appeals are being used to persuade the consumers.

**OR**

2. What is Crisis? Explain all type of crisis with a suitable example.

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

1. Corporate social responsibility
2. House journal
3. Functions of Advertising
4. Different types of AD
5. Benefits of Advertising

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

1. Write a press release on the new launch of the product of a brand.

**OR**

2. Take a brand of your choice and conceptualize the idea of an ad using appeal, and also explain its target audience.
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