

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2022
THIRD SEMESTER
Sub: Advertising Appeals (MADPR 18-303)

Date : 15/12/2022

Total Marks : 40

Time: 10.00am to 12.00noon

Instruction:

All questions are compulsory.

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

What do you mean by Advertising Appeals? Explain the categorization of Advertising Appeals in detail.

OR

Write an essay on Purchase Behaviour. Explain types of Buyers. How does use of Appeals affect Buying Behavior.

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

1. Emotional appeal
2. Rational appeal
3. Fear appeal
4. Sex appeal
5. Humour appeal

Q.3 Open Ended Question (10)

Imagine you have to write copy for a biscuit brand that have come up with a new variant: the digestive, high fibre oatmeal cookie. How will you write the headline for this brand's ad in atleast 5 different appeals? Pen down and elaborate on the process.
