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MASTERS OF ARTS IN MASS
COMMUNICATION, ADVERTISING AND PR
EXAMINATION: DECEMBER - 2022
THIRD SEMESTER
Sub: Glamour of Advertising (MADPR 18-304)

Date : 16/12/2022

Total Marks : 40

Time: 10.00am to 12.00noon

Instruction:

All questions are compulsory.

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

What is body image? Write a detailed note on Body Positivity. How did Body Neutrality movement come around and why. Discuss the difference between the two.

OR

What is an idea? How is it different from concept. How can you turn your idea into concept?

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

1. Difference between fashion and style
2. Glamour branding
3. Dark side of glamour
4. What is aesthetics
5. Toxicity in body positivity

Q.3 Open Ended Question (10)

Imagine you are a glamour marketer and are required to upgrade a home baking business to something glamorous. What steps will you take and why?

Also mention the limitations of glamour marketing. Can you tell if glamour marketing is a good thing or a bad thing?
