

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
EXAMINATION: DECEMBER - 2023
SECOND SEMESTER
Sub: Advertising & Public Relations (BAJMC 22-2003)

Date: 22/12/2023

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Descriptive Answer (Any Two) (20)

- 1) Define Advertising. Explain the features of advertising.
- 2) Explain PR. What are the functions of PR?
- 3) Explain the AIDA and DAGMAR models.

Q. 2. Write short notes. (Any Two) (10)

- 1) PR campaigns
- 2) Advertising and Marketing
- 3) Psychological aspect of advertising

Q. 3. Open Ended Question (10)

“Advertising is a tool of Communication”, explain the statement with suitable examples.
