

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. JOURNALISM & MASS COMMUNICATION**  
**B.A. SOUND AND MUSIC TECHNOLOGY**  
**B.A. FILM MAKING, B.A. PHOTOGRAPHY**  
**B.A. BROADCAST JOURNALISM**  
**EXAMINATION: DECEMBER - 2023**

**FIFTH SEMESTER**

**Sub: Media Marketing**

**(BAJMC 19-5001/ BASA 19-5001/ BAFM 19-5001/ BAPH 19-5001/ BABJ 19-5001)**

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**Date: 12/12/2023**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

- 1) Explain Aristotle model of persuasion in detail.
- 2) What is DAGMAR approach in detail.
- 3) What is advertising appeal. Explain different appeals in detail.

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

- 1) Societal Role of the ad
- 2) Target Audience
- 3) Copy Writing

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

According to you What is the importance of target audience in any advertising. Explain in detail

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