

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: JANUARY - 2024
FIRST SEMESTER

Sub: Advertising: Principles, Concept and Management
(MAMC 22-106/ MADPR 22-106)

Date: 23/01/2024

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

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

- A) What Factors would you consider to decide the target audience of your advertisement?
Explain with example.

OR

- B) What is DAGMAR approach in an advertising? Explain with suitable example.

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

- 1) Target Audience
- 2) Advertising Spiral
- 3) Types of campaign
- 4) Key players of advertising

Q. 3. Open Ended Question (10)

What makes an advertisement remain in your memory? (Images\ words\music\phrases)
How?
