

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2023
SECOND SEMESTER
Sub: Business of Advertising (MADPR 22-205)

Date: 26/12/2023

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

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

A) Define Advertising? Explain the functions of advertising

OR

B) Why budgeting of an advertising becomes important? Explain with an example of a brand.

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

- 1) Branding
- 2) Elements of advertising
- 3) Importance of media
- 4) Outdoor advertising

Q. 3. Open Ended Question (10)

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

How?
