

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER

Sub: Advance Public Relations Writing (MADPR 22-302)

Date: 13/12/2023

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 are the points to keep in mind while and before writing Blog? Write a blog of 200 words of your choice.

OR

B) Write an email to a brand pitching your ideas for PR campaign using your brand name, profile and your designation in mail.

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

- 1) KISS Rule
- 2) Elements of good writing
- 3) Importance of email writing for PR
- 4) Proofreading

Q. 3. Open Ended Question (10)

Write a memo on the topic of your choice.
