

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER
Sub: PR Campaign (MADPR 22-305)

Date: 18/12/2023

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 is consumer psychology? What are the factors of consumer psychology?

OR

B) What are the roles and objectives of PR campaigns? Why it is important to align campaign goals with organization objectives. Explain with example.

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

- 1) Color Profiles
- 2) Integrated PR campaign
- 3) Importance of storytelling in PR campaign
- 4) KPI's of PR campaign

Q. 3. Open Ended Question (10)

Design a PR campaign for the launch of any brand keeping all PR strategies (AVE calculation) in mind.
