

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

Sub: Media Planning and Wed Marketing (MAMC 18-302)

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 advertising functions? How it is important for the advertisement explain with example

OR

B) Explain the organizational structure of a PR agency in detail

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

- 1) Media planning
- 2) Advertising budget
- 3) Social media planning
- 4) Outdoor media

Q. 3. Open Ended Question (10)

Design a media plan of an edible oil making brand for its launch.
