

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

Sub: Advertising and Public Relations (MAMC 18-303)

Date: 14/12/2023

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 factors to be kept in mind while selecting media for advertising? Explain with example.

OR

- B) Define Advertising. Explain the role and functions of advertising with example.

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

- 1) Corporate social responsibility
- 2) Convergent and Divergent Thinking
- 3) Target Audience
- 4) AIDA

Q. 3. Open Ended Question (10)

Which elements in advertising create strong memory appeal? Explain with reference to visuals, words and music.
