

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. IN JOURNALISM & MASS COMMUNICATION**  
**EXAMINATION: MAY - 2024**  
**SECOND SEMESTER**  
**Sub: Advertising & Public Relations (BAJMC 22-2003)**

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Date: 15/05/2024

Total Marks : 40

Time: 2.00 pm to 4.00 pm

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Descriptive Answer (Any Two) (20)**

- 1) Explain DAGMAR and AIDA approach.
- 2) Define advertising. Explain the elements of advertising.
- 3) What is PR? Explain the importance of political PR during elections.

**Q. 2. Write short notes. (Any Two) (10)**

- 1) IPRA
- 2) Advertising and marketing and its difference
- 3) PR campaigns

**Q. 3. Open Ended Question (10)**

"How do you think advertising has evolved in response to changing consumer behaviors, technological advancements, and societal values, and what are the impact of these changes for businesses, consumers, and the advertising industry as a whole?"

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