

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
EXAMINATION: MAY - 2024
SECOND SEMESTER
Sub: Basics of Advertising (BAJMC 23-202)

Date: 9/05/2024

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

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

- 1) Describe any 5 types of advertising with suitable examples.
- 2) What is the DAGMAR approach? Describe its advantages.
- 3) Explain the structure of an advertising agency.

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

- 1) AIDA Model
- 2) Burst campaign vs. Drip campaign
- 3) Surrogate advertising

Q. 3. Open Ended Question (10)

Describe the steps to create a print media campaign for a Clothing brand of your choice.
Explain objectives, target audience, KPI.
