

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. JOURNALISM & MASS COMMUNICATION**  
**B.A. SOUND AND MUSIC TECHNOLOGY**  
**B.A. FILM MAKING, B.A. PHOTOGRAPHY**  
**B.A. BROADCAST JOURNALISM**  
**EXAMINATION: MAY - 2024**

**FIFTH SEMESTER**

**Sub: Media Marketing**

**(BAJMC 19-5001/ BASA 19-5001/ BAFM 19-5001/ BAPH 19-5001/ BABJ 19-5001)**

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**Date: 11/05/2024**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

- 1) Explain the role of advertising in marketing?
- 2) What is Ethos, Pathos and logos?
- 3) Explain Types of Marketing ?

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

- 1) AIDA model
- 2) Copywriting
- 3) Ad Agency

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

Evolution of Marketing Strategies: Exploring how traditional marketing methods (print, radio, TV) have shifted or adapted to the digital age (social media, influencer marketing, content creation). Write the advantages and disadvantages.

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