

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
PHOTOGRAPHY
EXAMINATION: MAY - 2024
FIRST SEMESTER

Sub: Advertising: Principles, Concept and Management
(MAPH 22-106)

Date: 17/05/2024

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) What is advertising? Explain functions of advertising with example.

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

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

Q. 3. Open Ended Question (10)

"How can advertising adapt to changing consumer behaviors and preferences in an increasingly digital and interconnected world?"
