

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION**  
**ADVERTISING AND PR**  
**EXAMINATION: MAY - 2024**  
**THIRD SEMESTER**  
**Sub: PR Campaign (MADPR 22-305)**

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Date: 09/05/2024

Total Marks : 40

Time: 2.00 pm to 4.00 pm

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Answer the following. (Any One) (15)**

A) What is influencer marketing campaign? Explain the importance, use and benefits of influencer marketing campaign using case study of nay brand.

**OR**

B) Why it is important to develop a compelling message for the campaign. With any example explain the importance of creating personal connect to the brand.

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

- 1) Media Outreach
- 2) Colour schemes
- 3) Cross cultural communication in PR
- 4) SEO

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

Design a PR campaign in the image loss crisis of a brand using all PR strategy (AVE calculation).

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