

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR/ PHOTOGRAPHY
EXAMINATION: MAY - 2024
FOURTH SEMESTER

Sub: Soft Skills (MAMC 22-406/ MADPR 22-406/ MAPH 22-406)

Date: 9/05/2024

Total Marks : 20

Time: 10.00 am to 11.00 am

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (10)

A) What is notice? Write a notice of study tour of your department.

OR

B) Explain the guidelines and preparation for effective Report writing.

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

- 1) Importance of notice writing.
 - 2) Email etiquettes.
 - 3) Presentation skills.
 - 4) Data collection sources and methods.
 - 5) Importance of language.
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