

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION**  
**ADVERTISING AND PR**  
**EXAMINATION: MAY - 2024**  
**SECOND SEMESTER**  
**Sub: Business of Advertising (MADPR 22-205)**

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**Date: 14/05/2024**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

A) Explain marketing strategy in detail with Example.

**OR**

B) What are the key aspects in business of advertising and how advertising creates business?  
Explain in detail.

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

- 1) Elements and bases of market segmentation
- 2) 4 P's of Marketing
- 3) Basics of finalising budget
- 4) Effective communication strategy

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

Is TRP a reality or myth? Explain with illustrations & examples.

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