

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: MAY - 2024
SECOND SEMESTER
Sub: Ad Production (Print/Audio) (MADPR 22-206)

Date: 15/05/2024

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 is advertising business? What is its significance in marketing industry?

OR

B) What are the key stages involved in advertisement production?

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

- 1) Target audience for advertisement
- 2) Budgeting for advertisement production
- 3) Tagline in advertising
- 4) Storyboarding

Q. 3. Open Ended Question (10)

Discuss the role of technology, software and equipment in modern advertisement production.
