

TILAK MAHARASHTRA VIDYAPEETH, PUNE**M. A. MASS COMMUNICATION (External)****EXAMINATION: DECEMBER - 2025****FIRST SEMESTER****Sub: Advertising and Public Relations (MC-24-104)**

Date: 18/12/2025**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) Explain all the functions of advertising with example.

OR

B) What is Public relations. Explain all the tools with suitable example.

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

1) Press Release

2) Advertising Appeal

3) Branding

4) Key players of advertising

Q. 3. Open Ended Question (10)Critically analyse the role of advertising in shaping consumer behaviour in digital age.
