

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION,**  
**ADVERTISING AND PR,**  
**EXAMINATION: DECEMBER- 2025**  
**FIRST SEMESTER**

**Sub: Advertising: Principles, Concept and Management**  
**(MAMC 22-106/ MADPR 22-106)**

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**Date: 24/12/2025**

**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 in detail AIDA model of advertising with example

**OR**

B) Explain Aristotle's model of persuasion in detail with example.

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

1) Components of advertising

2) Advertising Spiral

3) Outdoor Advertising

4) Advertising budget

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

What Are the Various Media Available for Advertising Today? Which Of Them Is Most Successful In Your Opinion And Why? If you have to make an advertisement of a music app what kind of appeal do you choose for your ad.

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