

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2025
SECOND SEMESTER
Sub: Business of Advertising (MADPR 22-205)

Date: 30/12/2025

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 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 deciding budget
- 4) Effective communication strategy

Q. 3. Open Ended Question (10)

Deciding budget is the most important factor in advertising campaign. Comment.
