

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

**Sub: Government & Public Service Communication (MADPR 22-301)**

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**Date: 16/12/2025**

**Total Marks : 40**

**Time: 2.00 pm to 4.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

A) Explain the case study of Propaganda in World War II and how it was used by the Hitler.

**OR**

B) Explain the role of PR in election campaign and explain the Strategies and Tools for political & Election Campaigns with example.

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

- 1) Election commission of India
- 2) Defamation Law
- 3) ISIS propaganda
- 4) Freedom of speech

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

How "Feeling of relative depravity" term is used as Political PR tool. Explain with the example of the present political party campaigns.

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