

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

Sub: Advance Public Relations Writing (MADPR 22-302)

Date: 17/12/2025

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

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

A) What are the points to keep in mind while writing a Press release? Write a press release on a new product launch of a company of your choice.

OR

B) Write an email to a brand pitching your ideas for PR campaign using your brand name, profile and your designation in mail.

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

- 1) Flyer
- 2) Memo
- 3) Tips for writing case Study
- 4) Advertising Copy

Q. 3. Open Ended Question (10)

Write a memo on the topic of your choice.
