

Duration: 2.5 Hours

[Total Marks: 75]

- NB: 1. Read the questions carefully before answering**
2. Figures to the right indicate the full marks
3. Give example when necessary

Q1. CASE STUDY: Multimedia Campaign

15

A. Having been in the Indian market for some time now, Nestle India plans to make a vegan edition of Kitkat. With plant-based products becoming a norm for many brands and product categories, Kitkat plans to enter the vegan chocolate market in India with a bang! The campaign focuses on benefits of plant based products and the fact that your favourite KitKat will retain the same classic taste.

1. Prepare a creative brief for making an impact on the target audience 4
2. Suggest an appropriate message strategy 2
3. Create a print advertisement based on the creative brief (One advertisement). 4
4. Prepare a 30 sec story board for Television commercial based on the creative brief. 5

OR

B. What started as an on-demand food delivery platform in India in 2014, Swiggy is well on its way to becoming the preferred urban dweller's choice for comprehensive on-demand delivery with Swiggy Instamart. The brand plans to make itself the one-stop-shop for gifting options on festive occasions.

Gifting thus being the main theme of the campaign.

15

1. Prepare a creative brief for making an impact on the target audience. 4
2. Suggest an appropriate message strategy 2
3. Create a print advertisement based on the creative brief (One advertisement) 4
4. Prepare a 30 sec story board for Television commercial based on the creative brief. 5

Q2. Answer the following:

- A) What is Trans creativity? Explain with examples 8
B) Write a Direct Mailer announcing Burger King's new menu for kids. 7
- OR
- C) What are the responsibilities of a good copywriter? 8
D) Create a radio spot for Cadbury's Dairy Milk Silk Oreo edition. 7

Q3. Answer the following:

- A) Short note on the BIG IDEA. Give examples. 8
B) Discuss Idea Generation Techniques. 7
- OR
- C) What is Creativity and what are the various stages of the creative process? 8
D) Prepare an Outdoor poster for Boat's newest AirPods. 7

Q4. Answer the following:

- A) Discuss Writing for Youth Vs Writing for Senior Citizens 8
B) Explain the guidelines for writing television copy 7
- OR
- C) Evaluate the copywriting style of any one advertising campaign by an ad agency for its clients 8
D) Draft an email promoting new holiday packages by Yatra.com for Diwali 7

Q5. Write short notes on ANY THREE of the following: 15

- A) Write a classified ad for a new resort opening in Goa.
B) Discuss an ad keeping in mind Humour appeal
C) What is an infomercial?
D) What is "Slice of Life" concept in ads? Give an example.
E) Discuss Slogans and their importance, with an example.

Time: 2.5 HRS

Total MARKS: 75

- N.B.: 1. Read the questions carefully before answering
 2. Figures to the right indicate the full marks
 3. Give example when necessary
 4. Calculators are allowed

1. (a) Big news, a 24- hour news channel, wishes to launch a new streaming service across India. The OTT platform would showcase a wide variety of content for viewers of different age groups. As a researcher suggest an appropriate research design, research technique and sampling method to facilitate their plan. 10
- (b) Compute Mean, Median, Mode and Range for the following data. 5
 20,23,25,35,40,40,42,50,80.
- OR**
- (c) Design a questionnaire to find out the reaction of the youth towards controversial advertising. 8
- (d) "Excessive TV watching leads to obesity among children". Write a report analyzing the validity of the statement. 7
2. Answer the Following:
- (a) Discuss the various methods of conducting product research. 8
- (b) Write a note on the importance of literature review. 7
- OR**
- (c) Explain the advantages and disadvantages of Focus Group discussion. 8
- (d) Discuss the nature and scope of marketing research in India. 7
3. Answer the Following:
- (a) Explain the various methods of conducting copy research. 8
- (b) Write a note on pricing research. 7
- OR**
- (c) Discuss the types and the significance of secondary data in marketing research. 8
- (d) Mention the guidelines for designing a good questionnaire. 7
- 4 Answer the Following:
- (a) Discuss projective techniques in detail. 8
- (b) Write a note on probability sampling. 7
- OR**
- (c) Discuss various print and broadcast pretesting methods. 8
- (d) Explain different physiological rating scales used in advertising research. 7
5. Explain Any3 of the following. 15
- (a) Hypothesis.
- (b) Survey method.
- (c) Research design.
- (d) Concept testing.
- (e) Measurement scales

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary
 3. Illustrate your answers with examples

Q1. (a) Explain the following concepts: -

1. Unaided awareness
2. Brand Association
3. Composite Co- Branding
4. Range Brand
5. Corporate Image
6. Service Brand

(6)

(b) Case Study:

Tibetan and Chinese quick- service restaurant (QSR) chain Wow! Momo has forayed into fast -moving consumer goods sector with its frozen momos. Initially the frozen momos will be available via Big Basket in 10 major cities of India.

On the basis of the above information answer the following:

1. What line extension strategy would you suggest? Justify. (3)
2. Analyze the current brand personality of Wow! Momos using the brand personality scale. (3)
Who would you like to use as a Brand Ambassador based on the Brand Personality and why? (3)

Q2.

- a. What are the four brand identity perspectives (8)
- b. State and briefly explain the various types of Brand-leveraging strategies? (7)

OR

- c. What is Brand revitalizing? Explain with example the ways in which revitalizing can be done. (8)
- d. Describe the various practices that can be used for successful retail branding. (7)

Q3.

- a. Explain various advantages of building a strong brand image? (8)
- b. How can CSR activities be used for Brand Building? (7)

OR

- c. Explain various stages of growth and maturity of brands with a suitable example (8)
- d. What are Brand Building Imperatives (7)

Q4.

- a. Explain the Brand Asset valuator (BAV) with Power grid. (15)

OR

- b. Elucidate Brand Building Blocks. (8)
- c. Write a note on Corporate Advertising (7)

Q5. Write Short Notes on (ANY THREE)

(15)

- a. Brand v/s Product
- b. Service Brands
- c. Brand Loyalty Pyramid
- d. Rural Advertising
- e. Global Brand Manager

TV8mmc

11/12/2013

Time:(2.5 Hours)

[Total Marks: 75]

- NB: 1. Read the questions carefully before answering
 2. Figures to the right indicate the full marks
 3. Give example when necessary

Q.1 Answer the following

A CASE STUDY

Aquafina is launching a new campaign to create an affinity between consumers and the brand. Right now, 70% of Indians are walking around dehydrated. They know that they should be drinking more water, but they aren't sure why. And so they turn to other drinks to quench their thirsts, not realizing the extent to which drinking more water can improve their health and make them look and feel better.

With Aquafina Drinking Water, the fact that water is key to healthy living and the need for people to take cognizance of the quality of water they drink.

As a marketing manager at Aquafina, prepare

- a. Outline the Communication Plan. 5
- b. State the advertising objectives. 4
- c. Support your advertising strategy using two IMC tools. 6

B What Is the Role of an Advertising Agency? Discuss various functions and the structure of an advertising Agency 15

Q 2 Answer the following

A Explain Account planning process 8

B Describe various Types of Advertising agencies 7

OR

C Explain GAP Model of Service Quality with the help of a real life Example 8

D Discuss the role of account planning in advertising 7

Q 3 Answer the following

A Discuss the contents of a good marketing Plan 8

B Stages in the client-agency relationship 7

OR

C Discuss the contents of a good Business Plan 8

D Discuss any two theory of Entrepreneurship 7

Q 4 Answer the following

A The Scope and Role of Sales Promotion 8

B Various types of Trade – oriented sales promotions 7

OR

C Objectives of Sales Promotion 8

D Various types of Consumer – oriented sales promotions 7

Q 5 Write short notes on any three of the following: 15

- a. Methods of Equity Financing
- b. Any two methods of Generating New Idea for Entrepreneurs
- c. DAGMAR
- d. Common ways in which advertising agencies generate income
- e. Pitching

15/12/2023

TIME: - 2½ Hours

Marks:-75

NOTE: - 1) All the question are compulsory subject to internal choice
2) Figures to the right indicate full marks

Q.1. Garmin company wants to expand its operations of business across India .They are offering Sport Watches and sport gadgets. They are also promoting sport experiences in various Running expos. 15
As a Social Media Marketing agency, suggest a launch campaign for Garmin. The Social Media Marketing plan is for a period of 30 days for the first phase.

Answer all the following questions based on information given.

- 1) Which three Social Media platforms would you suggest for Garmin company campaign and why? 04
- 2) State the objectives of the Campaign? 04
- 3) Create a one week of Social Media Calendar for the campaign. 04
- 4) Suggest measures of the Garmin Campaign strategy for marketing via Instagram. 03

Q.2. a) What is E-marketing? Explain briefly how the arrival of E-marketing changed the Landscape of marketing. 8
b) Discuss the behavioral internet (B2C, B2B, C2C and C2B). 7

(OR)

- c) State the types of Internet marketing. 8
- d) Explain E-marketing in context to Online Advertising. 7

Q.3. a) Careers in field of Social Media Marketing. Discuss. 8
b) Explain briefly the characteristics of Social Media Marketing. 7

(OR)

- c) Briefly discuss Creating Content for various Social Media Marketing platforms. 8
- d) State the myths about Social Media Marketing. 7

Q.4. a) Explain the Social Media Marketing Cycle. 8
b) What is sentiment analysis? State its significance. 7

(OR)

- c) Discuss the 8 C's of strategy development. 8
- d) Usage of blogs by companies for effective campaign management. Explain. 7

Q.5. Write a short note on *any three* out of five: 15
a) Social Media Marketing Engagement
b) Hashtag
c) Keywords
d) Ethics in Social Media Marketing
e) Mobile Marketing

1 JUN 2024

Duration: 2 & ½ hours

Total marks: 75

- N.B. 1. All Questions are compulsory
 2. Figures to the right indicate marks

Q1. A. Write a script for a historical documentary (Target audience: Secondary school children) and mention in the concept note the research modes and pre-production details (15)

OR

Q1. B. Which documentaries have made a lasting impact on you? Mention the learnings of any two documentaries from the genre Social Issues that you have recently watched. (15)

Q2. A. Why is research important in a Documentary? What are the various ways to get authentic research done? (8)

Q2. B. Explain in detail the challenges faced when shooting a Documentary Film. How can one overcome it? (7)

OR

Q2. C. Why and how are subtitles/closed captions necessary to reach out to a diverse audience? Give suitable examples to illustrate (8)

Q2. D. Without a script, one is unable to visualize any film. Justify the statement. (7)

Q3. A. How does location matter for a film? What is better - a natural location or a constructed set? Justify your answer (8)

Q3. B. Describe your thoughts on the use of interviews in documentaries. What points should you keep in mind while selecting the interviewees as well as asking questions?(7)

OR

Q3. C. What is Music Foley? How does voice-over and sound manipulation help in a Documentary or an Ad Film? (8)

Q3. D. Which are the various softwares used for editing. Mention your preferred ones with their key features. (7)

Q4. A. Mention the steps to come up with a 'Selling Concept'?

(8)

Q4.B. Improper Budgeting can lead to a disastrous Advertisement. Do you agree or disagree?

Justify your stand.

(7)

OR

Q4. C. Prepare a storyboard sample for 30-second TV Advertisement of Heat and Eat Upma.

What is the importance of a good pitch for Agency/Client approval?

(15)

Q.5 Write Short Notes: (Any 3)

(15)

- A. Investigative Documentaries
- B. Importance of Commentary in a Documentary
- C. Making final master & telecast copy
- D. Synopsis
- E. Post-Production for AD Film
