

[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. Illustrate your answers with examples

Q1. An Indian Organic Shampoo brand and Recreational Centre plans to expand its operations in the global market. Your Advertising agency has to roll out a campaign strategy for them. 15

First: Choose any one product/service

Second: Select any 2 countries from the group of countries given below.

Note: The two chosen countries cannot be from the same group.

Group A: USA, UK, France, Germany

Group B: Japan, China, Brazil, South Korea

Group C: Saudi Arabia, Qatar, Bahrain (Except For Dubai and Abu Dhabi)

What factors will you keep in mind while developing the advertising strategy for the two countries selected?

Q2. a. What is controversial advertising? Elaborate with examples. 8
b. Elaborate on representation of senior citizens in advertisements with relevant examples. 7

OR

c. What are the various types of advertising? 8
d. Discuss the effects of liberalization in relation to current financial policies and its impact on Media & Entertainment industry. 7

Q3. a. Discuss the role of advertisements in representation of women & their changing role in society. 8
b. 'Advertisements created for children promote unhealthy eating habits'. Comment on this statement and explain with the help of examples. 7

OR

c. 'Digital platforms have changed the way content is created for advertisements. Elaborate this statement with examples. 8
d. Discuss the impact of culture on advertising. State the measures that should be taken care of while creating cross-cultural content for advertisements? 7

Q4.

- a. Create a Social Marketing Campaign for an NGO on **Voter Awareness Drive**. 15

OR

- b. Design a Social Media Marketing Campaign for **Media Literacy Initiative to curb misinformation/ disinformation to be promoted on Internet** 15

Q5.

Short Notes (Any 3 out of 5)

15

- a) Influencer Marketing
 - b) LPG Model
 - c) Popular Culture & Advertising
 - d) Political Advertising
 - e) Challenges in International Advertising
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