Program:	**T.Y.B.AMMC**	**Semester:**	**V**	**Program Code:**	**UGMMC01**
Course:	**Copy Writing**			**Course Code:**	**NUMM501**
Duration:	**2 Hours**	**Examination Pattern:**	**NEP-Autonomous -External**	**Max. Marks:**	**60**

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level)

Examination:

REGULAR

Q.1		**Case Study**	[15]	CO's	KL's
		A long established Indian snack brand is losing relevance among Gen Z. Its existing advertising uses product focused messages and traditional family oriented visuals. The brand wants to create a digital first campaign using social media, short videos, outdoor media and influencer content, while still retaining its traditional brand identity.		CO1, CO2, CO3	L4
	(a)	Identify and explain the communication problem faced by the brand. Who is the target audience? What consumer insight should the brand consider while communicating with Gen Z?	**(5)**		
	(b)	What should be the tone of voice of the new campaign? How should the brand balance its traditional identity with the expectations of Gen Z?	**(5)**		
	(c)	How should the advertising copy be adapted for social media, short videos, outdoor advertising and influencer content? Give suitable recommendations to make the brand relevant to Gen Z.	**(5)**		
Q.2		**Attempt either A and B or C and D from the following:**	**[15]**	**CO's**	**KL's**
	(a)	Design a creative brief for a selected consumer product, including its key elements, and explain how it would guide the copywriting process.	**(8)**	**CO2**	**L6**
	(b)	Develop a persuasive copy concept using an appropriate tone of voice and storytelling approach for the selected product.	**(7)**	**CO2**	**L4**
		OR			
	(c)	Explain the role of consumer insight in developing an effective advertising message.	**(8)**	**CO3**	**L2**
	(d)	Develop an audience specific copy strategy for a selected brand, considering its target audience and communication needs.	**(7)**	**CO3**	**L5**

Q.3		**Attempt either A and B or C and D from the following:**	[15]	CO's	KL's
	(a)	Apply digital copywriting principles to prepare copy for a social media advertisement for a selected product.	**(8)**	**CO5**	**L3**
	(b)	Analyze the role of headlines, sub headlines, slogans, captions and body copy in print advertising with suitable examples.	**(7)**	**CO2**	**L4**
		OR			
	(c)	Evaluate the ethical concerns involved in persuasive advertising and recommend responsible copywriting practices.	**(8)**	**CO4**	**L4**
	(d)	Evaluate the effectiveness of different creative execution styles in advertising campaigns with suitable examples.	**(7)**	**CO3**	**L4**
Q.4		**Write Short Notes: (Any Three out of Five) (5 marks each)**	[15]	CO's	KL's
	(a)	Significance of the Big Idea in advertising campaign development.		**CO1**	**L4**
	(b)	Importance of tone of voice in persuasive copywriting.		**CO2**	**L3**
	(c)	Advertising communication preferences of Millennials and Gen Z.		**CO3**	**L1**
	(d)	Differentiating advertorials and infomercials with suitable examples.		**CO4**	**L3**
	(e)	Role of research and consumer insights in developing effective advertising copy.		**CO1**	**L2**