

Time- 2½ 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 Case Study: Multimedia campaign and strategy** 15
- Sony intends to launch a multimedia campaign to promote its new Bravia 7 series smart TVs in India featuring company's own Cognitive Processor XR, mini LED and XR Triluminos Pro technology. It also includes features like Google TV integration and Sony Pictures Core, a movie service from Sony.
- Brief for the new campaign:** Sony intended its communication to encourage their TG to replace their existing TV with Bravia 7
- Answer the following:**
- A Prepare a creative brief for making impact on the target audience. 5
 - B Create a print advertisement based on the creative brief (One advertisement). 5
 - C Prepare a 30 sec story board for Television commercial based on the creative brief. 5
- OR**
- Nippon India Mutual Fund is planning to launch an advertising in Print Media. The basic objective of the campaign is to **MAKE INDIA PROSPEROUS** by inculcating the habit of saving and get every household in India to invest in Mutual Funds. The campaign will communicate with TG to stay motivated to invest regularly by celebrating the 7th of every month as Mutual Fund Day and build wealth in a disciplined manner.
- Answer the following:**
- A Prepare a creative brief for making impact on the target audience. 5
 - B Create a print advertisement based on the creative brief (One advertisement). 5
 - C Prepare a 30 sec story board for Television commercial based on the creative brief. 5
- Q 2** **Answer the following:**
- A What are the essentials of writing a good copy for Youth 8
 - B Write a Radio Spot (30 sec) to promote Amul Milk 7
- OR**
- C Write a direct mailer to the selected target group promoting the BMW latest model 'The 5 LWB' with Introductory price Rs 72,90,000. After having established a strong foothold in India's long-wheelbase (LWB) sedan market, BMW is now looking at introducing LWB SUVs here. The German brand has three LWB sedans in India: the 3 Series, the 7 Series and the recently launched 5 Series, all aimed at rear passenger comfort. 8
 - D Discuss various Principles of copywriting 7

- Q 3 Answer the following: 8
- A Explain the use of Fear appeal in advertising with two examples 8
- B Explain various points to consider about trans creativity in advertising 7
- OR
- C Explain how to write a copy for Seniors 8
- D Write a copy for email message promoting Godrej Properties. Godrej Properties Limited is a real estate company with its head office in Mumbai, India and is one of the top three developers in Delhi-NCR, Bangalore, Mumbai & Pune 7
- Q 4 Answer the following: 8
- A Discuss some examples of different tones of voice that might be used in advertising creative strategy development. 8
- B Discuss various Elements of Print advertisement 7
- OR
- C Describe various functions of Advertising Slogan. Give three examples 8
- D Evaluate any one advertising campaign to have use rational appeal 7
- Q 5 Write short notes on any three of the following: 15
- Create a copy for an outdoor poster. The brand is Reliance Digital
 - Write a copy for sms campaign. The Brand is Wet n joy water park & Amusement park
 - Sex appeals in advertising. Give two examples
 - Discuss Big Idea with Examples
 - Essential for writing copy for children
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