

Roll No.																				
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY
UNIVERSITY**

BENGALURU

School of Media Studies

Mid-Term Examinations - November 2024

Semester: I

Date: 07-11-2024

Course Code: BAJ1016

Time: 11:45am - 01:15pm

Course Name: Introduction to Advertising and Public Relations

Max Marks: 50

Program: BA - JMC

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Qx2M=10M

- | | | | | |
|---|---|---------|---|-----|
| 1 | What is advertising? | 2 Marks | L | CO1 |
| 2 | What is the role of advertising in Indian society? | 2 Marks | L | CO1 |
| 3 | Name two major types of advertising commonly used in india. | 2 Marks | L | CO1 |
| 4 | What is the significance of digital advertising in India? | 2 Marks | L | CO1 |
| 5 | How has advertising evolved in India? | 2 Marks | L | CO1 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

- | | | | | | |
|---|-----|--|---------|---|-----|
| | 6a. | Write on Amul's "Utterly Butterly Delicious" campaign and brand recall in India? | 4 Marks | L | CO2 |
| 6 | 6b. | Discuss how the advertisement taps into Indian cultural values and emotions, write on any advertisement you know which has culture of India | 4 Marks | L | CO2 |
| | 6c. | write why humor is important in advertisement? Examine the use of humor and simplicity in Fevicol's advertising strategy. | 2 Marks | L | CO2 |
| | | or | | | |
| | 7a. | Explore how the ZooZoo characters became a cultural phenomenon in India. | 4 Marks | L | CO2 |
| 7 | 7b. | Discuss how the campaign redefined detergent advertising with an emotional narrative. | 4 Marks | L | CO2 |
| | 7c. | Write about Tata Tea's "Jaago Re" campaign raise awareness about social issues? | 2 Marks | L | CO2 |
| | 8a. | How did the Airtel "Har Ek Friend Zaroori Hota Hai" campaign connect with India's youth?
Analyze how the ad captured the essence of friendship and its role in brand positioning. | 4 Marks | L | CO2 |
| 8 | 8b. | What role did the Asian Paints "Har Ghar Kuch Kehta Hai" campaign play in emotional branding?
Discuss how this campaign tapped into the sentimental value of homes in Indian culture. | 4 Marks | L | CO2 |
| | 8c. | How did the Nirma "Washing Powder Nirma" jingle transform the Indian detergent market?
Examine how the catchy jingle and relatable characters helped Nirma gain mass popularity. | 2 Marks | L | CO2 |

OR

- 9**
- 9a.** Discuss about Tanishq's "Remarriage" ad challenge societal norms? **4 Marks** **L** **CO2**
- 9b.** "Lifebuoy soap in India is old, evaluate how the campaign successfully educated and encouraged rural communities to adopt better hygiene practices. **4 Marks** **L** **CO2**
- 9c.** Do you agree that emotional storytelling to connect the brand with themes of strength and resilience, give suitable examples **2 Marks** **L** **CO2**

- 10**
- 10a.** Discuss about advertising theories and their relevance in today's digital age. **4 Marks** **L** **CO2**
- 10b.** Write on advertising and society give pros and cons. **4 Marks** **L** **CO2**
- 10c.** What are various types of advertising and discuss their effectiveness. **2 Marks** **L** **CO2**

OR

- 11**
- 11a.** Write about impact of digital advertising on traditional **4 Marks** **L** **CO2**
- 11b.** Discuss the role of advertising in social media benefits **4 Marks** **L** **CO2**
- 11c.** List popular social media channels and give there benefits and write which social media you like **2 Marks** **L** **CO2**

- 12**
- 12a.** Write about Swiggy. Zomato advertising pattern, what is most appealing **4 Marks** **L** **CO3**
- 12b.** Discuss about Cadbury Dairy Milk "Generosity" campaign in India? **4 Marks** **L** **CO3**
- 12c.** which advertising campaign you like and why **2 Marks** **L** **CO3**

OR

- 13**
- 13a.** Do tobacco advertisement good to business and revenue to society, do you agree for this, if so why or why not **4 Marks** **L** **CO3**
- 13b.** What Tanishq ad that promotes inclusivity in Indian weddings? **4 Marks** **L** **CO3**
- 13c.** How many write 10 Hindi TV channel names and what advertising you have seen in this **2 Marks** **L** **CO3**