

Roll No.																			
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**PRESIDENCY  
UNIVERSITY**

**BENGALURU**

**School of Media Studies**

**Mid-Term Examinations - Nov 2024**

**Semester: 5**

**Date: 05-11-2024**

**Course Code: BAJ 2009**

**Time: 02:00pm - 03:30pm**

**Course Name Advertising & Copywriting**

**Max Marks: 50**

**Program: BA - JMC**

**Weightage: 25%**

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**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 | What is Print and digital advertising.                    | 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 in digital age.      | 2 Marks | L | CO1 |

**Part B**

**Answer ALL Questions. Each question carries 10 marks.**

**4QX10M=40M**

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|-----|--|---------|---|-----|
| 6a. | How did Amul's "Utterly Butterly Delicious" campaign contribute to brand recall in India? Analyze the creative strategy behind the campaign and its long-lasting appeal. | 4 Marks | L | CO2 |
| 6b. | What makes Cadbury's "Kuch Meetha Ho Jaaye" campaign resonate with Indian consumers? Discuss how the ad taps into Indian cultural values and emotions.                   | 4 Marks | L | CO2 |
| 6c. | How did Fevicol's "Majboot Jod" advertisements create a strong brand identity? Examine the use of humor and simplicity in Fevicol's advertising strategy.                | 2 Marks | L | CO2 |

**OR**

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|---|--|----------------|----------|------------|
| 7 | <b>7a.</b> What was the impact of Vodafone's Zoo-Zoo campaign on its brand image? Explore how the Zoo-0Zoo characters became a cultural phenomenon in India.                                     | <b>4 Marks</b> | <b>L</b> | <b>CO2</b> |
| 7 | <b>7b.</b> How did Surf Excel's "Daag Acche Hain" campaign change perceptions about stains? Discuss how the campaign redefined detergent advertising with an emotional narrative.                | <b>4 Marks</b> | <b>L</b> | <b>CO2</b> |
| 7 | <b>7c.</b> In what ways did Tata Tea's "Jaago Re" campaign raise awareness about social issues? Analyze how the brand effectively linked tea consumption to civic activism and social            | <b>2 Marks</b> | <b>L</b> | <b>CO2</b> |
| 8 | <b>8a.</b> 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.     | <b>4 Marks</b> | <b>L</b> | <b>CO2</b> |
| 8 | <b>8b.</b> 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. | <b>4 Marks</b> | <b>L</b> | <b>CO2</b> |
| 8 | <b>8c.</b> 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.      | <b>2 Marks</b> | <b>L</b> | <b>CO2</b> |

**OR**

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|---|--|----------------|----------|------------|
| 9 | <b>9a.</b> In what ways did Tanishq's "Remarriage" ad challenge societal norms?<br>Explore how the ad portrayed progressive values and strengthened the brand's appeal among modern Indian consumers.                              | <b>4 Marks</b> | <b>L</b> | <b>CO2</b> |
| 9 | <b>9b.</b> What makes the "Lifebuoy Swasthya Chetna" campaign significant in promoting hygiene in rural India? Evaluate how the campaign successfully educated and encouraged rural communities to adopt better hygiene practices. | <b>4 Marks</b> | <b>L</b> | <b>CO2</b> |
| 9 | <b>9c.</b> How did the "Jaane Kyun" campaign by Tata Steel highlight the company's core values? Analyze how the campaign used emotional storytelling to connect the brand with themes of strength and resilience.                  | <b>2 Marks</b> | <b>L</b> | <b>CO2</b> |

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|-----------|-------------|--|----------------|----------|------------|
|           | <b>10a.</b> | Explain the evolution of advertising theories and their relevance in today's digital age.                      | <b>4 Marks</b> | <b>L</b> | <b>C02</b> |
| <b>10</b> | <b>10b.</b> | Critically assess how advertising functions as a social process within Indian society.                         | <b>4 Marks</b> | <b>L</b> | <b>C02</b> |
|           | <b>10c.</b> | Differentiate between various types of advertising and discuss their effectiveness in modern media landscapes. | <b>2 Marks</b> | <b>L</b> | <b>C02</b> |

**OR**

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|-----------|-------------|--|----------------|----------|------------|
|           | <b>11a.</b> | Analyze the impact of digital advertising on traditional advertising models and consumer behavior.           | <b>4 Marks</b> | <b>L</b> | <b>C02</b> |
| <b>11</b> | <b>11b.</b> | Discuss the role of advertising in shaping public perception and societal values through media channels.     | <b>4 Marks</b> | <b>L</b> | <b>C02</b> |
|           | <b>11c.</b> | Evaluate the concept of advertising as a communication tool in the context of its changing nature over time. | <b>2 Marks</b> | <b>L</b> | <b>C02</b> |
|           | <b>12a.</b> | Which Indian brand's recent ad campaign features cricketer Virat Kohli promoting sneakers?                   | <b>4 Marks</b> | <b>L</b> | <b>C03</b> |
| <b>12</b> | <b>12b.</b> | What is the main message behind the new Cadbury Dairy Milk "Generosity" campaign in India?                   | <b>4 Marks</b> | <b>L</b> | <b>C03</b> |
|           | <b>12c.</b> | Which Indian startup recently launched a digital ad campaign with the tagline "Karlo Duniya Mutthi Mein"?    | <b>2 Marks</b> | <b>L</b> | <b>C03</b> |

**OR**

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|-----------|-------------|---|----------------|----------|------------|
|           | <b>13a.</b> | How does the latest Zomato advertisement creatively use humor to promote its food delivery service?   | <b>4 Marks</b> | <b>L</b> | <b>C02</b> |
| <b>13</b> | <b>13b.</b> | What social issue is addressed in the recent Tanishq ad that promotes inclusivity in Indian weddings? | <b>4 Marks</b> | <b>L</b> | <b>C02</b> |
|           | <b>13c.</b> | Which OTT platform's latest campaign highlights the phrase "Har Ghar Entertainment" in India?         | <b>2 Marks</b> | <b>L</b> | <b>C02</b> |