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**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2023 - 24 - BAJMC - 2021

Date : 03-JAN-2024

Course Code : BAJ2009

Time : 1:00 PM - 4:00 PM

Course Name : Sem V - BAJ2009 - Advertising and copywriting

Max Marks : 100

Program : BA Journalism and Mass Communication

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

4X5M=20M

1. Selecting an **South Indian brand Nandani Milk Products**, can you elaborate on how this brand strategically utilizes experiential advertising methods to create immersive and memorable interactions with its target audience, and what impact does this approach have on brand recall and loyalty? write suitable example
(CO1) [Knowledge]
2. How does the advertising of iPhones utilize psychological and social aspects to create a strong connection with consumers? Consider elements such as emotional appeal, lifestyle representation, and social recognition in the advertisements, and discuss how these factors contribute to the popularity and desirability of iPhones in the market.
(CO1) [Knowledge]
3. How do multinational brands such as Apple, Amazon, and Google strategically employ advertising to not only promote their products but also to shape and maintain a positive brand image in a diverse and competitive market like India? Explore the multifaceted functions of advertising in building brand equity and consumer perception for these tech giants.
(CO1) [Knowledge]
4. In the competitive realm of advertising, aspiring to become the best advertising copywriter necessitates a blend of diverse skills and attributes. From exceptional writing prowess and creative originality to a profound understanding of the target audience and market dynamics, the journey towards mastery involves continuous learning and adaptability. **Could you elaborate on the specific prerequisites you believe are essential for someone aspiring to be the best in the field of advertising copywriting?** How do you envision honing your writing skills, fostering creativity, and staying attuned to market trends? Additionally, how would you approach understanding and connecting with diverse audiences to craft persuasive and impactful advertising messages?
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

5. If appointed as an advertising executive, how do you envision leveraging your strategic acumen, creative prowess, and market insight to orchestrate and implement effective advertising campaigns that not only resonate with target audiences but also align seamlessly with the overarching marketing objectives of the organization?
(CO2) [Comprehension]
6. **What is Consumer Behaviors:** How does an *understanding of consumer behaviors* contribute to the development of an effective advertising strategy, and what methods are employed to analyze and respond to consumer preferences?
(CO2) [Comprehension]
7. How does the creation and production process contribute to the overall effectiveness of an advertising campaign, and what considerations are essential in producing impactful ads?
(CO2) [Comprehension]
8. In the intricate labyrinth of professional choices, envision yourself at a pivotal crossroads, armed with the opportunity to forge a career path as a corporate communication specialist, branding executive, public relations virtuoso, graphic designer, or a filmmaker. In navigating this juncture, how would you meticulously weigh the dynamic and multifaceted demands of each role? If the avenue of corporate communication beckons, how do you perceive harmonizing intricate narratives that resonate with diverse stakeholders, while simultaneously navigating the evolving digital landscape? In the realm of branding, what strategies would you employ to not only craft a visual identity but to breathe life into a brand story that leaves an indelible mark in the minds of consumers? Should you venture into public relations, how would you adeptly navigate the delicate dance between mitigating crises, cultivating positive media relationships, and upholding the integrity of an organization's public image? Alternatively, as a graphic designer, how do you envisage balancing artistic flair with the pragmatic demands of creating visually compelling content that encapsulates a brand's essence? For the aspiring filmmaker, how would you harness the power of storytelling and visual aesthetics to not only entertain but to also authentically convey the ethos of a brand or message? As you stand at this career crossroads, which path do you feel an innate resonance with, and how would you navigate the challenges and triumphs unique to your chosen professional odyssey?
(CO2) [Comprehension]
9. What steps are involved in planning a successful advertising campaign, from setting objectives to creating a compelling message that resonates with the target market?
(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2X15M=30M

10. In the realm of marketing communications, the DAGMAR (Defining Advertising Goals for Measured Advertising Results) model serves as a strategic framework designed to guide advertisers in setting clear and measurable objectives. In the context of an Indian brand, let's take XYZ Corporation, a leading player in the consumer electronics sector. How does XYZ Corporation apply the DAGMAR model to establish specific communication goals and objectives in its advertising endeavors, considering the diverse and dynamic Indian market landscape? Explore the intricacies of XYZ Corporation's advertising strategies, focusing on how the brand defines its target audience, sets specific and measurable communication goals, selects appropriate metrics for evaluation, and assesses the effectiveness of its advertising campaigns. In doing so, consider the challenges and opportunities presented by the unique socio-cultural nuances in India. Additionally, delve into how XYZ Corporation ensures that its advertising efforts align with the evolving digital landscape and emerging communication channels. To further scrutinize the application of the DAGMAR model, pose the following questions: How does XYZ Corporation determine the specific target audience for its advertising campaigns? What key performance indicators (KPIs) does the brand prioritize in measuring the success of its advertising goals? How does XYZ Corporation adapt its advertising strategies to address cultural diversity within India? In what ways does the brand leverage digital platforms to enhance the reach and impact of its advertising initiatives? Lastly, how does XYZ Corporation handle challenges related to ethics and social responsibility within the framework of the DAGMAR model?

(CO3) [Application]

11. How do the prominent Indian brands navigate the intricate landscape of ethics in advertising, particularly when it comes to the convergence of cultural sensitivities, consumer psychology, and corporate interests? Explore and analyze instances where advertising campaigns by Indian brands have been criticized for potential ethical violations, addressing issues such as misleading information, cultural appropriation, or the exploitation of societal norms. Furthermore, examine the broader implications of these ethical lapses on consumer trust, brand reputation, and the regulatory environment, and discuss the strategies and responsibilities that brands should adopt to ensure a more ethically sound advertising ecosystem in the Indian market.

(CO3) [Application]