

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. Figures to the right indicate full marks.
2. Illustrate your answers with examples

Q1. SPHINX LLP is planning to introduce two products a *VR headset* and a *digital watch* in the international markets. The company has reached out to an ad agency and requested their guidance as to which market is targeted 15

Group A- USA, UK, France, Germany
Group B-Japan, China, Brazil, South Korea
Group C: Saudi Arabia, Qatar, Bahrain, and Qatar (Except for Dubai and Abu Dhabi)

- 1: Choose any one product
2. Select any two countries from any of the three groups of country. The two countries cannot be from the same group

What factors will you keep in mind while developing your Advertising Strategy with reference to the two countries selected by you?

Q2. a How has Liberalization and globalization affected advertising world in the last three decades? 8

b Explain the role of women in advertising? 7

OR

c Discuss in detail the role portrayed by elderly people in media. 8

d Explain briefly how political factors affect the organizations in international business? 7

Q3. a. Explain the consequences of liberalization in context of employment? 8

b. How do controversial Advertising impact the society? 7

OR

c. What is financial marketing. Describe the role of financial advertising in Indian society. 8

d. 'Digital platforms have changed the way content is created for advertisements.' Elaborate the statement with examples. 7

Q4. a. A recent survey conducted on the dietary habits of the children revealed that over 50% of them consume excessive amount of junk food, which puts them at a risk of developing lifestyle diseases, like obesity and diabetes. To address this issue a social marketing campaign is to be developed using interactive media and educational program to promote healthy eating habits among children. 15

Develop a social marketing campaign

OR

b Plastic waste is a growing environmental concern as it poses a significant threat to our oceans, marine lines and planet's ecosystem. Develop a social marketing Campaign using Internet 15

- Q5. Short Notes (Any 3 out of 5)
- a. Political Advertising
 - b. Industrial Advertising
 - c. Retail Advertising
 - d. Effect of advertising on children
 - e. Consumer Advertising
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