

[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. An Indian Organic Shampoo brand and Recreational Centre plans to expand its operations in the global market. Your Advertising agency has to roll out a campaign strategy for them. 15

First: Choose any one product/service

Second: Select any 2 countries from the group of countries given below.

Note: The two chosen countries cannot be from the same group.

Group A: USA, UK, France, Germany

Group B: Japan, China, Brazil, South Korea

Group C: Saudi Arabia, Qatar, Bahrain (Except For Dubai and Abu Dhabi)

What factors will you keep in mind while developing the advertising strategy for the two countries selected?

- Q2. a. What is controversial advertising? Elaborate with examples. 8
b. Elaborate on representation of senior citizens in advertisements with relevant examples. 7

OR

- c. What are the various types of advertising? 8
d. Discuss the effects of liberalization in relation to current financial policies and its impact on Media & Entertainment industry. 7

- Q3. a. Discuss the role of advertisements in representation of women & their changing role in society. 8
b. 'Advertisements created for children promote unhealthy eating habits'. Comment on this statement and explain with the help of examples. 7

OR

- c. 'Digital platforms have changed the way content is created for advertisements. Elaborate this statement with examples. 8
d. Discuss the impact of culture on advertising. State the measures that should be taken care of while creating cross-cultural content for advertisements? 7

Q4.

- a. Create a Social Marketing Campaign for an NGO on **Voter Awareness Drive**. 15

OR

- b. Design a Social Media Marketing Campaign for **Media Literacy Initiative to curb misinformation/ disinformation to be promoted on Internet** 15

Q5.

Short Notes (Any 3 out of 5)

15

- a) Influencer Marketing
- b) LPG Model
- c) Popular Culture & Advertising
- d) Political Advertising
- e) Challenges in International Advertising