

Maximum marks: 75

Time : 2:30 hours



Q.1 An Indian Silver Jewellery and an Indian Meditation center have set up their markets abroad. Your Ad Agency has been given the assignment to draw up the Advertising Strategy. (15 Marks)

First: Choose any one product/service

Second: Select any two countries from any of the three groups of countries.

The two countries selected cannot be from the same group.

Group A: USA, UK, FRANCE, RUSSIA.

Group B: JAPAN, CHINA, BRAZIL, SOUTH KOREA.

Group C: SAUDI ARABIA, QATAR, BAHARIN.

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

Q.2. Answer the following:

A. Discuss the effects of Liberalization on Indian economy with reference to the media, entertainment and advertising industry. (8 marks)

B. Discuss the various criticisms levied against Advertising (7 marks)

OR

C. What is Digital marketing? Mention some of its advantages and disadvantages. (8 marks)

D. Write a Brief note on representation of women in advertising. (7 marks)

Q.3.

A. Do you think that the objectives of marketing are contradictory to the objectives of social change? Can advertising be an agent of social change? Discuss and illustrate with examples. (15 marks)

OR

B. Discuss the effects of Advertising and its impact on society. explain giving relevant examples. (8 marks)

C. Discuss how advertising impacts culture? Justify your choice with relevant examples. (7 marks)

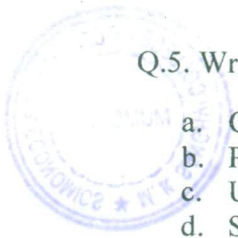
Q4. Create a Social Marketing Campaign on: (15 marks)

i) Following of traffic rules.

OR

ii) Spread awareness about prevention of Malaria and Dengue.

1 exam Reg Exam Date 2018



Q.5. Write short notes on (any three):

(15 marks)

- a. Controversial nature of Advertising.
- b. Political advertising
- c. Use of children as influencers in Advertising
- d. Self-regulation in Advertising
- e. Gender prejudices in Advertising.