

Birla Institute of Technology and Science, Pilani, Pilani Campus

Comprehensive Examination

First Semester 2022-23

GS F224: Print and Audio-Visual Advertising

MM: 80

28/12/2022

180 Mts

Q1. Marketers face innumerable challenges related to awareness, affordability, availability, and accessibility to reach the Bottom of Pyramid (BOP) markets. Discuss eight problems and challenges faced in rural marketing. **16**

Q2. What do you understand by Social Media Influencers? Discuss three prominent social media campaigns which became viral. **3+12=15**

Q3. What is transit advertising? Mention three types of transit advertising and design one on environment conservation to be placed at the pillion seat of the scooter. **3+6+4=13**

Q4. Ethics is very relative term, however in advertising campaigns it is very important to abide by the rules of the nation. Explain four ethical issues which should be taken care of by the advertisers. Which ethical body in India monitors these advertisements? **8+2=10**

Q5. Write short notes in about 60 words each on the following:

- a) Apology by Apotek (outdoor Ad)
- b) Competitive Advertising
- c) Young's Creative model
- d) Deviations in advertising language
- e) Brand Spiralling
- f) BITS as a brand

6X3=18

Q6. The following Amul advertisement is incomplete. Do provide a headline and a tagline to complete the print advertisement. Use wit and humour as in Amul campaigns. **8**

