

**Birla Institute of Technology and Science, Pilani**

**II Semester 2022-23**

**Mid Semester Examination (Close Book)**

**Weightage 30% Marks 60 (Part A + B)**

**GS F224: Print and Audio-Visual Advertising**

**MM: 15**

**15 March 2023**


**Duration: 15 minutes**

**Name.....**

**ID.....**

**PART A**

**Q1. Fill in the blanks with the appropriate answer:**

1. Which Indian Business house recently suffered heavily due to Hindenburg Research report \_\_\_\_\_
2. Reliance Consumer Products Limited announced the launch of iconic Indian beverage brand \_\_\_\_\_ in March 2023.
3. \_\_\_\_\_ is the Title sponsor for Women's Premier League 2023
4. CTA stands for \_\_\_\_\_
5. \_\_\_\_\_ a famous brand in mobile phone business recently changed its logo to remind us that it no longer makes phone.
6. \_\_\_\_\_ is the first step of Young's model of creativity process
7. This logo  is associated with which business entity \_\_\_\_\_
8. \_\_\_\_\_ is a deliberate overstatement or extravagant exaggeration of fact used for producing a serious or comic effect.
9. The "T" in SWOT analysis stands for \_\_\_\_\_
10. "Fly the New Feeling" is tagline of \_\_\_\_\_

**PART B (45 Marks)**

Q1. Define and explain the following concepts with examples: (50-60 words each) 15

- i. Ambush Marketing
- ii. Brand equity
- iii. Big Idea

Q2. What is Creativity? Explain the two major perspectives of creativity in the advertisement world, with examples. (150-200 words) 15

Q3. Write and explain the formal definition of 'Advertising'. Also illustrate the four main functions of advertising with suitable examples. (150-200 words) 15