

Birla Institute of Technology and Science, Pilani

II Semester 2022-23

Comprehensive Examination (Close Book)

GS F224: Print and Audio-Visual Advertising

MM: 80

13 May 2023

Duration: 190 minutes

**Note: Attempt all the questions in the same order**

**Q1.** Define and elaborate the term SWOT analysis with one advertising campaign. (150-200 words) **10**

**Q2.** Write short notes on the following terms with examples (75 words each type) **15**

- A. AdWords and AdSense
- B. Aerial advertisement and Classified advertisement
- C. Oxymoron and Allusion

**Q3.** Read the following paragraph and answer the questions that follows:

**Attention influencers!**

Many influencers promote unrealistic body standards, which can contribute to body dissatisfaction and eating disorders among their followers. They also promote materialism and consumerism, encouraging their followers to buy products that they don't necessarily need or can't afford.

Social media platforms are designed to be addictive, and many young people spend hours scrolling through their feeds, comparing themselves to others and feeling inadequate. Influencers' curated and edited content can create a distorted view of reality, leading young people to feel that they are not measuring up to their peers or to the idealized version of themselves that they see online.

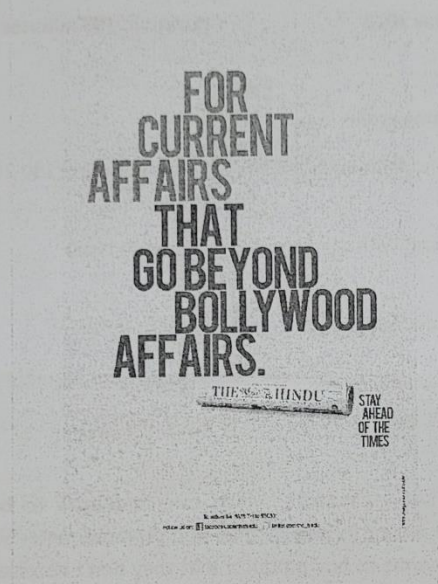
Mandatory disclosure of paid promotions and no false promotions without the support of authentic data — these are among a set of likely guidelines for digital publicity that the Ministry of Consumer Affairs is expected to release this month, in a bid to remove misleading advertisements from social media platforms.

Last year, the ASCI had released its own 'Guidelines for Influencer Advertising in Digital Media' and suggested that social media posts related to paid content or advertisements should be labelled as such, or else it amounts to wilful deception.

(Source: *The print* and *The Economic Times*)

1. Identify any two ethical issues and critically comment on it. (100 words) 8
2. What is ASCI? Discuss its functions. (100 words) 7

Q4. Analyze the given print ad on the following parameters: (two lines each) 10



- A. Classification of ad
- B. Target audience
- C. Message
- D. Appeal
- E. Layout

Q5. Advertising and promotion are important parts of the marketing program of firms competing in the global marketplace. A few companies have been very successful using a **global advertising approach**, including Google, Microsoft, Apple, Coca-Cola, Samsung etc. When these companies venture into foreign markets, they prepare and focus on many areas of a new market to implement their marketing programs. The **cultural environment** is one such important aspect of international advertising that these brands need to understand before planning their campaigns. **Identify and illustrate the cultural variables** that these international marketers need to consider and understand to promote their products and services to these markets. 15

Q6. TV is a unique and powerful advertising medium because it contains the elements of sight, sound and motion which can be combined to create a variety of advertising executions. Creating and producing commercials that break through the clutter on TV and communicate effectively is a detailed expensive process. **Write and explain six most creative television advertising techniques.** 15