

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI
I Semester 2022-23
GS F344 Copywriting
MID SEM EXAMINATION

WEIGHTAGE: 60 TIME: 90 Minutes Date: 2 November 2022

Note: Attempt all the questions in the same order.

Q1. Discuss the terms “**Big Idea**” and “**Unique Selling Proposition**” in context of ‘*Fevikwik*’ brand campaign. (100 words) **20**

Q2. To improve the sense of security among the daily travelers, the Delhi Transport Corporation (DTC) intends to launch all female bus driver services for its passengers in capital city. Write a copy of approximately 50 words for its SMS campaign to promote this feature. **15**

Q3. What are the objectives of Brainstorming? Explain two brainstorming techniques with examples. (80 words) **15**

Q4. Keeping in mind the visual, your task as a copywriter is to write a suitable **Headline**, a **Baseline** and create a **brand name**. It is important how appropriately you complement the visual with your message (Headline, Baseline and Brand name) **10**

