

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

**END SEM EXAMINATION**

**WEIGHTAGE: 60 TIME: 120 Minutes Date: 22 December 2022**

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

**Q1.** Explain five television advertising techniques that would be helpful to design your message and connect your brands to the audience. Support your answer with suitable example (150-200 words). **12**

**Q2.** Write a **Direct Mail** (business email) to the prospective customers soliciting them to avail the organic fruits and vegetables at reasonable price from your online home delivery store “Organ Foods.” Follow the structure, develop a favorable message with appropriate tone and action to ignite the readers’ interest. (250 words) **15**

**Q3.** Develop a **Creative Brief** for an Anti-virus software- “McAfee” that will extend protection to your PCs, Macs, and mobile devices and prevents viruses. (200 words) **15**

**Q4.** Identify the literary device in the given slogans/taglines and define it. **10**

**NOTE:** Do not repeat the literary devices. If you identify more than one literary device, mention and define the most suitable one.

1. Kellog’s Rice Krispies: “Snap! Crackle! Pop!”
2. Vegetarian, Eggatarian, Flexitarian, Meatatarian, Still Spotitarian
3. Elephants charging towards Brazil- Ivory Cost
4. “Tastes So Good, Cats Ask For It By Name” – Meow Mix.
5. Koo Kiya Kya? Koo your opinion. Koo pr keho

**Q5.** Critically Analyze the print ad on the following parameters:

**8**

I. Type of Headline II. Figure of speech used in Headline II. Appeal IV. Audience V. Competition  
VI. Context of Headline VII. Overall Message VII. Layout

To be, or not to be?  
That is two questions.

If you too are smarter than Shakespeare,  
we've the degree for you.

