Registration Number:

Date & Session

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**B.B.A. / BB.A. SF – 6th SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May /June 2024)**

**SEMESTER EXAMINATION: MAY-JUNE 2024**

**BADEM6423: ADVERSITEMENT AND MEDIA MANAGEMENT**

**(For current batch students only)**

Time- 2 hrs Max Marks-60

**This paper contains two printed pages and four parts**

**Part A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. What is Covert Advertising?
2. Mention few characteristics of Silhouette Layout of advertising.
3. How does youth appeal work in advertising?
4. List down the elements of advertisement copy.
5. What is the significance of elevator pitch in advertising.
6. Mention the role of market Analysis in developing marketing strategy.

**Part B**

**II.** Answer ***any four*** of the following (**4x5 = 20 Marks)**

1. Discuss advertising as a communication process.
2. What is the importance of conducting a situation analysis in developing a marketing strategy, and what are the key components of a situation analysis?
3. How does advertising contribute to natural development and economic growth?
4. Explain the concept of reach and frequency in media planning.
5. Explain the importance of the client-agency relationship in advertising.

**Part C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. Analyze the art of copywriting and its role in effective advertising. Discuss the importance of creativity and motivational approaches in crafting compelling advertising messages.
2. Describe the different types of media available for advertising, including traditional and digital options. What are the unique advantages and disadvantages of each type?
3. Explain the key functions performed by advertising agencies in developing and executing advertising campaigns. How do these functions contribute to the success of marketing initiatives?

**Part D**

**III. Answer the following (1x10=10 Marks)**

1. Case Study:

Raj Advertising Agency faces several challenges while creating an advertisement for a luxury soap brand launching in India:

Cultural Sensitivity: They must navigate India's diverse cultural landscape, ensuring the advertisement respects and reflects various communities' values and beliefs.

Stereotypes and Representation: Avoiding stereotypes is crucial; the ad should authentically portray diverse Indian identities, featuring a varied cast representing different regions, ethnicities, and lifestyles.

Traditional vs. Modern Values: Balancing traditional values with modern aspirations, the advertisement should celebrate traditional beauty rituals while appealing to contemporary notions of luxury and lifestyle.

Gender Roles and Empowerment: Sensitively addressing gender dynamics, the ad should empower women without reinforcing stereotypes or objectifying them.

Colorism and Beauty Standards: Embracing diversity and challenging narrow beauty ideals, the advertisement should promote inclusive beauty standards, addressing colorism prevalent in Indian society.

Religious and Cultural Taboos: Respecting religious beliefs and cultural taboos is vital to avoid offending audiences, necessitating thorough research to ensure compliance.

Regulatory Compliance: Adhering to ASCI regulations, the advertisement must be truthful, non-misleading, and ethically sound.

Developing an advertisement for a soap product in India requires a nuanced understanding of cultural nuances and values. By addressing these challenges thoughtfully, agencies can create campaigns resonating with Indian consumers while upholding ethical standards.

**Questions:**

Considering the complexities of the challenges, as a campaign head propose

* 1. Elevator pitch for the advert. 5M
  2. Copy structure of the advert. 5M