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| **ST. JOSEPH’S COLLEGE ( AUTONOMOUS), BANGALORE-27** | | | | | | |
| **B.Com – VI SEMESTER**  **SEMESTER EXAMINATION: November 2020**  **BCDEM6616: Advertising** | | | | | | |
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| **Time- 2 1/2 hrs** | |  | **Max Marks-70** | | |  |
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| **This paper contains 3 printed pages and four parts** | | | | | | |

**SECTION A**

**Answer any FIVE (5) of the following [5x2=10]**

1. What is Sales School of Thought?
2. List down the objectives of Advertising.
3. How will you measure the effectiveness of an advertisement?
4. What are the essential components of an advertising copy?
5. Distinguish between Advertising and Personal Selling .
6. What is Surrogate Advertising ?
7. Suggest an advertising appeal for the following
8. Luxury car
9. Fairness cream

**SECTION – B**

**Answer ANY 3 questions each carries 5 marks [3x5=15]**

1. Explain the different types of E- Advertising and their relevance in reaching online Customers
2. What are the methods of determining advertising appropriations?
3. Write a note on Porters Generic Strategic Framework.
4. Explain briefly the importance of Advertising Research.
5. Comment on the Advertising regulations in India.

**SECTION – C**

**Answer any THREE (3) of the following each carries 10 marks [3x10=30]**

1. Discuss the steps in Advertising Planning Process.
2. What are ad appeals and how do you classify them?
3. What are the ethical issues related to advertising in digital games targeting children?
4. How do you perceive the below gender specific ad ?What aspects of the ad promotes stereotypes? ****
5. What is DAGMAR? Is the DAGMAR approach inconsistent with the hope of obtaining a creative advertising campaign, Justify .

**SECTION – D**

**Compulsory Question (1x15=15)**

1. **Swiggy's latest campaign reflects the evolving food culture in Indian homes**



Swiggy has shifted its focus to regional markets urging Indian families to order special dishes to complement the home cooked meals in its new advertising campaign. The objective is to take the concept of online food ordering to masses and create a habit of ordering food online. To do so, the online platform has, for the first time, launched a regional campaign focusing on markets such as Maharashtra, Tamil Nadu, West Bengal and Andhra Pradesh.

With a tagline ‘Ghar ka khaana, saaath mein thoda Swiggy’, the light-hearted commercials feature families of today, where consumers like their home cooked meals along with a dish ordered from a restaurant to add an element of surprise. Conceptualized in partnership with advertising agency Lowe Lintas, the first ad spot campaign features a granny ordering garlic bread with [home cooked pasta](https://www.youtube.com/watch?v=x-Ol5PgGG6k), the second ad shows a prospective father-in-law ordering [bhindi masala](https://www.youtube.com/watch?v=O0dAEExHlWw) at a dinner while the [third campaign](https://www.youtube.com/watch?v=c8CzMHQ5xZY) features a wife ordering kurma (South Indian curry) for her family with home cooked poori-aloo.

The campaigns have resonated with netizens collectively garnering over 35 million views on brand’s official YouTube channel. As a category creator, we have taken consumers through an entire food-ordering journey through our ads. From our ‘What a delivery’ IPL ads to the ‘Swiggy karo phir jo chahe karo’ campaigns, we’ve broken the clutter of discount-focused ads. The new campaign is all about celebrating your meals with your family while adding the Swiggy touch with an extra something- be it an extra dish, side dish or desserts. Apart from Hindi, the TVCs will be filmed and aired in languages such as Bengali, Kannada, Malayalam, Tamil, Telugu and Marathi across General Entertainment Channels (Hindi and regional) such as Sports Channels, English Movies, Hindi movies, Hindi Music etc. The campaign will also run on Swiggy’s digital channels.

1. What is the importance of culture in advertising ? (5 marks)
2. Can Swiggy’s advertising campaign change cultural behaviour and norms of the Indian Household? (5 marks)
3. Draw an advertising copy for Swiggy’s rival Zomato for their new campaign “Healthy Eating” . (5 marks)