



**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A++ Grade by NAAC. Recognised by UGC under Section 12B
Coimbatore - 641 043, Tamil Nadu, India**

Continuous Internal Assessment –II April 2025

Class: I PG

Max. Marks: 60

Time: 2 Hours

Semester: II

23MBAI02 Creativity in Advertising

Course outcomes:

On the completion of the course students will be able to

1. Provide an overview of Creativity in advertising
2. Understand the accepted approaches in the development of strategy.
3. Gain a working knowledge of the basic steps in the development of creative advertising Strategy
4. Drafting copyright of advertising for different media.
5. Understanding the product and service specific nuances of advertisement media selection.

Part – A

6 x 1 = 6

Answer the Following

1. Which of the following is NOT a key consideration in the design of print advertising?
CO1K2
 - a) Layouts
 - b) Advertising visuals
 - c) Typography
 - d) Product packaging
2. Which type of media format is primarily used for storytelling in radio and television commercials?
CO2K2
 - a) Radio formats
 - b) Storyboard
 - c) Print formats
 - d) Visuals
3. Which of the following is an important consideration in typography selection for print advertising?
CO3K2
 - a) Paper type
 - b) Copy casting
 - c) Color methods
 - d) Printing process
3. Which AI concept is used to analyze and understand customer language for effective media planning?
CO3K2
 - a) Natural Language Processing (NLP)
 - b) Image recognition
 - c) Predictive analytics
 - d) Data mining
5. Which of the following is a type of non-commercial advertising?
CO4K2
 - a) Product promotion
 - b) Public service announcements
 - c) Brand advertising
 - d) Discount advertisements
6. Which of the following is a stage in the radio production process?
CO5K2
 - a) Copy casting
 - b) Preproduction
 - c) Packaging design
 - d) Print layout design

Part – B

3 x 6 = 18

Answer all the questions

Each answer should not exceed 400 words or three pages

- 7.a Discuss the importance of advertising visuals in print advertising. How do visuals impact consumer perception and decision-making?. (Or) **CO3 K2**
- 7.b. What are the key considerations when selecting forms and materials for package design? How do specialists contribute to effective package design? **CO3K2**
8. a. Brief a Artistic Concept for Commercials related to
(a) Durable Products (b) Service sector. **CO4 K2**
- 8.b. State the different Techniques in Television Commercials. **CO4 K2**
9. a. What is the difference between Pre-production and post-production in Radio Production Process? (or) **CO5K3**
9. b. Which Media is highly relevant for attracting college students? **CO5K4**

Part – C

3 x 12 = 36

Answer all the questions

Each answer should not exceed 800 words or Four pages

Question no 12 is compulsory

- 10.a. Discuss the key elements and Principles of good Typography. (Or) **CO3K2**
- 10.b. Evaluate the different formats used in radio and television commercials. How do formats influence the structure and effectiveness of the advertising message? **CO3K3**
- 11.a. Brief about the Package Design. Substantiate your answer with relevant examples (Or) **CO4 K3**
11. b. Evaluate the importance of color, paper, and printing methods in the production of print advertisements. How do these factors affect the visual appeal and messaging of the advertisement? **CO4K4**

Case study:

12. a. A newly opened café, "Brewed Bliss," located in a small town, wants to create awareness about its unique offerings—organic coffee, homemade pastries, and a cozy atmosphere. The café aims to attract local residents and visitors by using local advertising channels to reach its target audience. The café owner is considering a variety of local advertising options, including print ads in local newspapers, radio spots, and digital ads on social media platforms.
- The café owner must decide on the best way to craft a compelling message, select the appropriate creative assistance, and choose the right type of noncommercial advertising (such as public service announcements or community sponsorships) to build brand awareness.

Questions :

1. How should "Brewed Bliss" create an effective local advertising message and select creative assistance for the campaign?
2. What are the advantages and challenges of using non commercial advertising types like community sponsorships for "Brewed Bliss"?

Staff in-charge: Mrs. Nidya.k

No of copies: 10

