



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – May 2025

II Semester

Class : I P.G.

Time: 3 Hours

Major : Economics/Applied Psychology/Clinical Psychology

Max. Marks: 100

23MBAI02 Creativity in Advertising

Course Outcome:

CO1: Understand both the theoretical and practical application of advertising strategies.

CO2: Determine the strategies on advertising for different media.

CO3: Apply the creative nuances in advertisement direction.

CO4: Access the content for advertisement copy and apply creatively.

CO5: Relate the product features in development of creative advertising.

Part A

10 x 1 = 10

Choose the Correct Answer

- Which of the following best defines creative advertising? CO1K1
 - Advertising that uses unique and engaging concepts
 - Advertising that only focuses on product features
 - Advertising that is completely logical and data-driven
 - Advertising that avoids emotions and storytelling
- Which of the following is NOT a key element of creative advertising? CO1K1
 - Originality
 - Memorability
 - Repetition
 - Emotional appeal
- What is the main role of creative copywriting in advertising? CO2K1
 - Designing visuals for an advertisement
 - Writing compelling messages to persuade consumers
 - Selecting the media for advertising campaigns
 - Managing the company's social media accounts
- Which of the following is NOT a characteristic of effective advertising copy? CO2K2
 - Clarity
 - Persuasiveness
 - Lengthy and complex wording
 - Creativity
- What is the main responsibility of a creative art director in advertising? CO3K1
 - Writing advertising copy
 - Planning media purchases
 - Designing the visual elements of an ad
 - Conducting consumer surveys
- Which of the following is an essential part of creative production in advertising? CO3K1
 - Choosing the right font for an ad
 - Managing the legal aspects of advertising
 - Writing product descriptions
 - Selecting influencers for marketing
- Which media platform is most commonly used for local advertising? CO4K1
 - National television
 - Global social media platforms
 - Local newspapers and radio
 - International online advertising networks
- Which of the following is an example of a local advertising strategy? CO4K1
 - A global brand launching a Super Bowl commercial
 - A neighborhood café running Facebook ads for nearby users
 - A multinational company using influencer marketing
 - An online store advertising on a national television channel
- Which creative advertising technique uses humor to engage audiences? CO5K1
 - Shock advertising
 - Comparative advertising
 - Emotional storytelling
 - Humorous advertising
- Which of the following is an example of a successful creative advertising campaign? CO5K1
 - A bland, information-heavy advertisement
 - A viral social media campaign with strong brand storytelling
 - A lengthy press release about product features
 - A poorly edited video commercial

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. What is creative advertising, and why is it important? CO1K2
(or)
- 11.b. How does storytelling enhance advertising effectiveness? CO1K2
- 12.a. What are the key elements of a great advertising copy? CO2K1
(or)
- 12.b. What role does typography play in creative art direction? CO2K2
- 13.a. Explain the difference between direct and indirect advertising. CO3K3
(or)
- 13.b. What are some examples of successful creative advertising campaigns? CO3K2
- 14.a. How do visuals contribute to the effectiveness of an ad? CO4K2
(or)
- 14.b. What are the challenges of creative production in advertising? CO4K2
- 15.a. How does local advertising differ from national advertising? CO5K2
(or)
- 15.b. What are some popular advertising media for small businesses? CO5K1

Part C

5 x 12 = 60

Answer ALL questions

Question No 20. Case is Compulsory

Each answer should not exceed 800 words or four pages

- 16.a. Explain the different perspectives in creative advertising and how they impact marketing campaigns. CO1K3
(or)
- 16.b. Discuss the principles of effective copywriting and provide examples of well-written ad copies. CO1K3
- 17.a. What is the role of a creative art director, and how does it contribute to an advertising campaign? CO2K3
(or)
- 17.b. Describe the different stages involved in creative production in advertising. CO2K3
- 18.a. Analyze the importance of creativity in media selection for advertising. CO3K4
(or)
- 18.b. How can businesses leverage local advertising strategies to increase brand awareness? CO3K3
- 19.a. Explain the concept of viral marketing and its impact on creative advertising. CO4K3
(or)
- 19.b. What are the key components of a successful creative advertising campaign? CO4K3
20. **Case Study: (Compulsory question)** CO5K5

A new startup, "EcoSmart Living," wants to promote its eco-friendly home products through a creative advertising campaign. The company has a limited budget but wants to make a strong impact using digital and local advertising. They are considering social media platforms, influencer collaborations, and community events to market their brand effectively.

Questions:

- i. Which creative advertising strategies should EcoSmart Living use to maximize its reach on a limited budget?
- ii. How can EcoSmart Living create engaging and persuasive advertising copy for its campaign?
- iii. What role does local advertising play in the success of EcoSmart Living's marketing campaign?
