



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

Continuous Internal Assessment Test I – February 2025 Semester-II

Class: I PG
Branch: IDC

Max. Marks: 60
Time: 2 Hours

23MBAI02 Creativity in Advertising

Course outcomes:

On the completion of the course students will be able to

1. Understand both the theoretical and practical application of advertising strategies
2. Determine the strategies on advertising for different media.
3. Apply the creative nuances in advertisement direction.
4. Access the content for advertisement copy and apply creatively.
5. Relate the product features in development of creative advertising.

Part – A

6 x 1 = 6

Answer the Following

1. Lifespan of the advertisement is long in **CO1K1**
(a) Magazine (b) Television (c) Radio (d) Outdoor
2. There is no reference value for **CO2 K2**
(a) TV Advertising (b) Newspaper advertising
(b) Magazine Advertising (d) Mail advertising
3. The Advertising Standard Council of India was formed in **CO3K2**
(a) 1975 (b) 1985 (c) 1995 (d) 2005
4. Advertisement is a Powerful commercial force, and it is also an important activity of
(a) Promotion mix (b) Promotion band **CO4K3**
(c) Promotion Group (d) Promotion Planning
5. How does advertising contribute to market expansion? **CO4K1**
a) Restricting product reach b) Narrowing target audience
c) Broadening customer base d) Minimizing product awareness
6. Meaning of the "Signature of Advertiser" is a _____ **CO5K1**
(a) Brand Name (b) Logo
(c) Illustration (d) Slogan

Part – B

3 x 6 = 18

Answer all the questions

Each answer should not exceed 400 words or three pages

- 7.a Justify Advertising as a powerful tool to promote FMCG products. **CO3K2**
(Or)
- 7.b. How does creativity influence consumer behaviour in advertising? **CO3K2**
8. a. Briefly explain the copywriting and its types. **CO4K2**
(Or)
- 8.b. Explain the role of slogans and taglines in brand promotion? **CO4K2**
9. a. Explain the Advertising visuals and package design? **CO5 K3**
(Or)
9. b. Which Media is highly relevant for attracting college students? **CO5 K4**

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. Compare traditional advertising methods with modern digital advertising in terms of creativity and outreach. **CO3K2**
(Or)

- 10.b. State print advertising its design and use of layout. **CO3K3**
11.a. Brief about the Package Design. Substantiate your answer with relevant examples
(Or) **CO4 K3**
11. b. Explain about the formats for Radio Commercials. **CO4 K4**

12. a. Case study

CO5 K4

“Amul Girl: Staying Relevant in the Digital Age” is about the “Amul Girl”, the moppet used by the Anand Milk Union Ltd’s (Amul) for brand promotion and advertisement. The Amul Girl had been the face of Amul since 1966 and was considered the longest running advertising campaign in Indian advertising. The case traces the journey of the Amul Girl since inception and lists her crisp and witty takes on Indian and world events, with amusing slogans being used for Amul’s brand promotion and product advertisement. The case also describes how Amul used its moppet in different mediums like the radio (1976), television commercials (since 1976 and a fresh start in 1994), and social media like Facebook (2014), Twitter (2014), and YouTube (2014), to increase the engagement rates of its users. It also describes the challenges faced by Amul in using the Amul Girl to connect with the millennial, lack of refreshing content on digital media, and Amul’s no celebrity endorsement policy. The case concludes with the steps taken by Amul to be relevant and the launch of its new media strategy.

Question:

1. How a company’s sales and revenue can be enhanced with minimal spends on Advertisement and promotional activities.
2. The challenges faced by FMCG brands in connecting with millennial.
- 3 How FMCG brands need to take a relook at their advertising strategy in the face of increasing penetration of digital media.

Staff in-charge: K. Nidya

No of copies: 10