

Advertising: Advertising in contemporary society.

QP Code : 25851

(2½ Hours)

[Total Marks : 75

- N.B. : (1) All questions are compulsory.
(2) All questions carry equal marks.
(3) Kindly support your answers with suitable examples.

1. Outline the socio-cultural factors to be considered while preparing advertising strategy to promote (Select any one product or service) abroad. 15

(a) Yoga Centre

(b) Ethnic Indian garment company

Note : Select any two countries for preparing your Advertising strategy. The two selected countries should be from different segments mentioned below

Segment I - USA, UK, Germany

Segment II - China, Japan, South Korea

Segment III Middle East countries excluding Dubai, Abu Dhabi

2. What is social marketing? Support your answer with suitable example. 15

You are required to make a social marketing campaign on any one of the following:

(i) Organ donation.

(ii) Women empowerment campaign for safety.

3. (a) Write a brief note on cross cultural advertising. 8

(b) What are the factors to be considered while packaging your products for international markets? 7

OR

3. (a) Write a detailed note on impact of Liberalization on Indian Economy and consumption patterns. 8

(b) Write a brief note on "Go Global, Act Local" 7

4. (a) Write a detailed note on controversial advertising. 8

(b) What do you understand by popular culture ? 7

OR

(c) How has globalization affected our economy. 8

(d) Outline scope and challenges of International advertising. 7

5. Write Short notes on (Any Three) 15

(a) Advertising and Youth

(b) Market Power

(c) Digital Advertising

(d) IMC Tools

(e) Social benefits of Advertising

[TURN OVER