

(2½ Hours)

[Total Marks: 75]

- Note: - (1) All questions are compulsory and carry equal marks
 (2) Figures to the right indicate marks
 (3) Support answers with examples wherever necessary

Q.1 Multimedia campaign

15

- A CARAVAN radio with a look & size of a transistor radio is a digital device preloaded with more than five thousand (5000+) Bollywood hits in MP3 format including golden era of Hindi films. The radio device is also capable of playing USB input as an additional collection from your pen drive & an AUX input of conventional audio devices like tape players or mp3 portable mini players. In its new version (Avtaar) it is also preloaded with complete Bhagvad Geeta in enchanting voice of professional reciters making it a fantastic gift to elders & senior citizens as a nostalgic piece. The price of CARAVAN radio is INR 6500.

Brief: The Company wants to highlight the collection of songs as a compact substitute to a bulky collection of CDs, as well as the built in loudspeaker giving the experience of going back to the golden era of radio fans.

Answer the following: -

- | | | |
|---|---|----|
| 1 | Prepare a creative brief for making an impact on the target Audience. | 04 |
| 2 | Suggest an appropriate Message strategy. | 02 |
| 3 | Create a print advertisement based on the creative brief (Two advertisements). | 04 |
| 4 | Prepare a 30 sec story board for Television commercial based on the creative brief. | 05 |

OR

- B. Vodafone & Idea the merger company has launched a mobile based safety service by name 'Vodafone Sakhi' for women which includes features such as emergency alerts, emergency balance & private number recharge. The safety features will be available to women customers using Vodafone pre-paid services across the country. The service works across smartphones and feature-phones even without any balance or mobile internet.

Among the mobile phone users, most women have access to only feature-phones and basic mobile phones. Vodafone claims that with 'Vodafone Sakhi,' the real problem of women working late hours & compromising safety can be addressed. This unique, free of cost service will make it convenient for women to step out fearlessly and fulfil their aspirations.

Brief: Vodafone Sakhi is a small step to give women the confidence to step out fearlessly and live their dreams with a trusted solution at hand.

Answer the following: -

- | | | |
|---|---|----|
| 1 | Prepare a creative brief for making an impact on the target Audience. | 04 |
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TVBMM / sem V / choice Based

19/11/19

- Q.2 A What are the principles of copy writing? 08
 B Write a **Radio Spot** of 30 sec duration to promote Parle-G biscuits filled with the goodness of milk. 07
- OR
- C Differentiate between Right Brain thinking and Left Brain thinking. 08
 D Write a **direct mailer** to existing customers for announcing a 'Lifetime Add-on family member offer' for 'Everfit Spa', the biggest and most well equipped fitness & spa in Mumbai, specializing in weight loss and gain programs, body toning, Aerobics studio, special cardio workout, Dietician, and body building and body fitness. 07
- Q.3 A Explain various types of slogans in advertising copy. 08
 B Make an **outdoor poster** on Flipkart sale on 'Big Billion day' offering huge discounts on clothing, footwear and accessories for all. 07
- OR
- C Explain the use of Humor appeal in advertisement using a recent TVC advertising. 08
 D Write an **Email** copy for promoting Kerala Tourism. Kerala a state on India's tropical Malabar Coast, has nearly 600km of Arabian Sea shoreline. It's known for its palm-lined beaches and backwaters, a network of canals. Inland are the Western Ghats, mountains whose slopes support tea, coffee and spice plantations as well as wildlife. National parks like Eravikulam and Periyar, plus Wayanad and other sanctuaries, are home to elephants, langur monkeys and tigers. 07
- Q.4 A Explain the role of Heuristics and assumptions in creative thinking. 08
 B What essential factors are to be considered while writing copy for senior citizens? 07
- OR
- C Write brief note on the Big Idea in the development of creative strategy. 08
 D Write a **classified** ad for Khushi Resort keeping in mind the three consecutive holidays in November & a travel time of 2 hours from Mumbai. 07
- Q.5 Answer **any three** of the following 15
- 1) Write a note on writing copy for youth.
 - 2) Explain any four idea generation techniques.
 - 3) Write an SMS copy. The service is 'SWIGGY' promotional offer.
 - 4) Write a note on Transcreativity.
 - 5) Business to business advertising.