



NAVRACHANA UNIVERSITY

School: SLSE
 Program/s: BAJMC
 Year: 1st Semester: 1st
 Examination: End Semester Examination
 Examination year: November 2023

Course Code: ADC501 Course Name: AD-PR-CC
 Date: 23/11/2023
 Time: 10:00 am to 12:00 noon

Total Marks: 40
 Total Pages: 1

Instructions:

- Write each answer on a new page.
- Use of a calculator is permitted/not permitted.
- * COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping
- Answer any 4 questions from the given options.

Q. No.	Details	Marks	COs*	BTL#
Q.1	Which are the basic four departments of an advertising agency and what are the functions of each department?	10	CO1 CO2 CO3	BT1 BT2 BT3
Q.2	How is Branding Communication different from Corporate Communication. Cite an example to illustrate the difference through a press ad with headline, body copy and call to action.	10	CO2 CO3	BT2 BT3 BT4
Q.3	Share five techniques of Copywriting with examples for each of the technique through a press ad with headline, body copy and call to action.	10	CO1 CO2 CO3	BT3 BT4
Q.4	Imagine a situation where a power couple like Deepika and Ranveer Singh decide to call it quits, even after their popular episode on Coffee with Karan+. How would they communicate their break-up to their fans. What are the various social media strategies that they would use and what other platforms would they employ to make the break-up seem natural and not affect their 'brand personas'.	10	CO2 CO3	BT2 BT3
Q.5	What is the exact procedure of creating an ad or digital campaign in an advertising agency? Right from the brief to the execution, write down the exact step of process till final execution.	10	CO1, CO2	BT1 BT3

*****End of Question Paper*****