

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BAM
BRANCH: BAM**

**SEMESTER : V
SESSION : MO/2023**

SUBJECT: AM317 WRITING FOR ADVERTISING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data handbook/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	A good copy makes people think, feel and act. Please explain.	[5] CO1	2
Q.1(b)	Explain Why the copywriting process should be honest and ethical?	[5] CO2	1
Q.2(a)	What does the "tone of voice" of an advertisement's copy convey?	[5] CO1	3
Q.2(b)	Explain the importance of "Call to Action" in the copy of an advertisement?	[5] CO2	4
Q.3(a)	Can you provide examples of advertisements that effectively use the liking principle? What makes them successful?	[5] CO1	1
Q.3(b)	How does scarcity create urgency in advertising? Can you provide examples of effective scarcity-based campaigns?	[5] CO3	5
Q.4(a)	Can you think of instances where an emotionally driven message backfired or was poorly received? What can be learned from these cases?	[5] CO2	5
Q.4(b)	Why is it important for a brand's messaging to be consistent across different platforms?	[5] CO3	4
Q.5(a)	How does Amul interact with its consumers through its advertising? Can you identify any culturally relevant campaigns of Amul and give examples?	[5] CO4	2
Q.5(b)	You might have come across various products during this festive season or cricket match season, can you recall any brand and its strategies which grabbed your attention. Kindly explain.	[5] CO4	6

:::23/11/2023:::M