

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2023)**

**CLASS: BAM
BRANCH: BAM**

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

SUBJECT: AM317 WRITING FOR ADVERTISING

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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			CO	BL
Q.1(a)	State why copywriting is a 'useful art'	[2]	CO1	1
Q.1(b)	Explain with example that copywriting helps in persuasion.	[3]	CO2	2
Q.2(a)	Copywriting that focuses on benefits is more persuasive, more compelling and sells better. Please explain.	[2]	CO1	2
Q.2(b)	Describe how "Copy writing focuses on the customer".	[3]	CO2	2
Q.3(a)	Demonstrate the meaning and usefulness of Unique Selling Points (USPs) of a product/ brand.	[2]	CO2	3
Q.3(b)	Demonstrate how we determine the target customers for a product.	[3]	CO2	3
Q.4(a)	State why the copywriting process should be honest and ethical	[2]	CO1	1
Q.4(b)	Explain with examples the various "variations in tone of voice" in context of copy writing.	[3]	CO1	2
Q.5(a)	Explain how Metaphors are used in copy writing? Explain with examples. OR Give examples of two Tag Lines of a same product's two different brands.	[2]	CO2	2
Q.5(b)	Explain with example why "Call to Action" is important in the copy of an advertisement.	[3]	CO1	2

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