

(REVISED COURSE - 2016)

(2½ Hours)

(Total Marks: 75)

**NOTE**

- a. All Questions are compulsory.
- b. Answer the question in the sequence given in the question paper. Do not change the sequence.
- c. Read the questions carefully before answering.
- d. Figures to the right indicate the full marks.
- e. Give example when necessary.

**1. Multimedia campaign and strategy****[15]**

Keeping in mind India's love for Rice, McDonald's has come up with a rice menu for the Indian market. Known for its mouth-watering burgers and fries, the food company is taking a detour aimed at introducing a 'glocal taste and modern experience' with this new addition. McDonald's announced two variants in its lunch menu, Spicy Rice and Cheesy Rice. Consumer research showed that consumers want to have more options during lunch and dinner.

**Brief for the new campaign:** With the launch of rice, McDonald has not only addressed the need for a wholesome meal but given them a form that they are familiar with.

**Answer the following :**

- a) Prepare a creative brief for making an impact on the target Audience. **[4]**
- b) Suggest an appropriate Message strategy. **[2]**
- c) Create a print advertisement campaign based on the creative brief (Two advertisements). **[4]**
- d) Prepare a 30 sec story board for Television commercial based on the creative brief. **[5]**

**OR**

1. The popular ridesharing app Uber intends to employ more female drivers as traditional taxi and chauffeur services. But that's not enough. Uber has announced that it was partnering with the group UN Women to create an additional one million jobs for female drivers by 2020.

**Brief for the new campaign:** The campaign may be a way for Uber to build goodwill amidst calls for stricter ridesharing regulation from the taxi industry and some negative press for Uber on how drivers' are paid and treated, which has been fighting Uber since its launch.

**Answer the following :**

- a) Prepare a creative brief for making an impact on the target audience **[4]**
- b) Suggest an appropriate message strategy **[2]**
- c) Create a print advertisement campaign based on the creative brief [Two advertisements] **[4]**
- d) Prepare a storyboard of 30 secs. for a TV commercial **[5]**

2. A. What are the essentials of writing a good copy for Executives? **[8]**  
B. Write a Radio Spot (30 sec) to promote Sunfeast Dark Fantasy Choco Fills biscuits. **[7]**

**OR**

2. C. Write a direct mailer to the selected target group promoting the ZEE5, a video on demand website run by Zee Entertainment Enterprises Limited. It was launched in India on February 14, 2018 with content in 12 languages. The website also has an app, ZEE5 App. **[8]**  
D. Describe various principles of copy writing. **[7]**

