



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School : Film & Media

Program: BBA in Film & Media and Media & Communication

Course: Advertising & Sales Promotions (Jury Exam)

Course Code: MAC215

Semester: Three

Max Marks: 150

Duration (mins) : 8 hours

Instructions:

- Each question carries equal marks.
- You are expected to answer on the basis of your own project.

- Q 1. Explain the stages involved in campaign development. 30 Marks
- Q 2. What is the importance of TG analysis? 30 Marks
- Q 3. What role market research plays in advertising? 30 Marks
- Q 4. What are the essential attributes of a successful ad campaign? 30 Marks
- Q 5. How various media should complement each other in a campaign? 30 Marks

PROJECT FOR JURY EXAM

There will be groups of 5 students. (Groups will be decided internally)

Each group will be asked to take any imaginary product like shampoo, pen, ice cream, TV, washing machine, apparel, water purifier, gold jewellery etc. Or they can opt for any service as well. They are supposed to prepare an ad campaign to promote the same.

The ad campaign should (at least) entail –

- Print ad/s
- Radio ad/s
- Hoarding layout
- Other collaterals

They can feel free to explore other platforms if you like.

The campaign will be evaluated on the basis of –

1. Name & positioning of the product
2. Product logo
3. Creative appeal in the campaign
4. Saleability of the campaign thought
5. Harmony of messaging in all the campaign platforms

Other parameters for evaluation will be teamwork, coordination and role clarity of every student.

The campaign should reach us latest by four days prior to the end term exam.

On the day of exam, the group will come, present the campaign and try to hardsell the product or service they have selected.