

SET A

Unique Paper Code	: 12487904
Name of the Paper	: Advertising and Consumer Behavior
Name of the Course	: B.A.(Hons.) Business Economics (CBCS 2020)
Semester	: VI
Duration	: 2 Hours
Maximum Marks	: 75

**Attempt *any 4* questions in all
All questions carry equal marks**

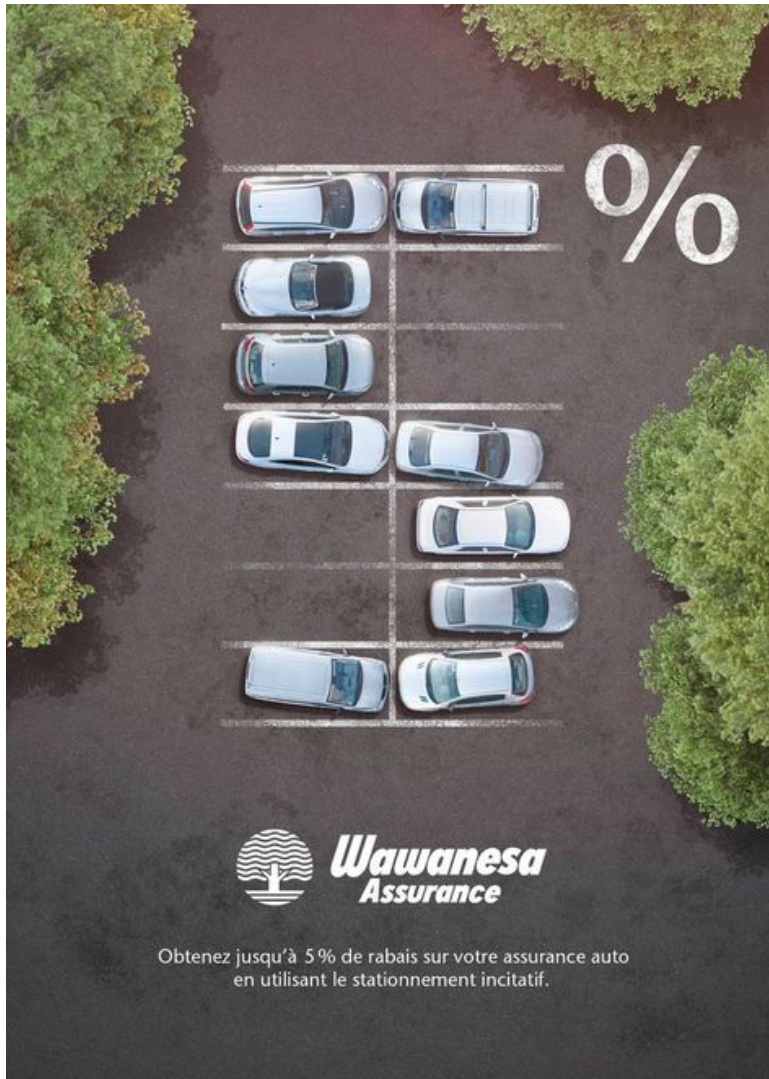
Q1) 'Ancient Roots' is a new start-up planning to launch whole range of baked snacks made entirely from natural ingredients to boost immunity. Now, consider yourself as the marketing manager of this new company. Design a creative brief for strategically launching the brand and its product in the market. You may make necessary assumptions, and clearly specify them.

Q2) Look carefully at the following advertisement and critically analyse the message appeal, format, tone, body copy and layout of the given advertisement.



Q3) In advertising, cultural values are deep embedded in visual imagery, color, music and other non-verbal elements of an advertisement'. In the light of the above statement, choose appropriate advertisements in Indian context and discuss how marketers use 'Indian Core Values' and 'Cultural Cues' in advertisements to woo the Indian consumers.

Q4) Identify and explain the different Gestalt Principles used to design the below advertisement. Give proper justification for your answer.



Wawanesa
Assurance

Obtenez jusqu'à 5% de rabais sur votre assurance auto
en utilisant le stationnement incitatif.

Q5) How do you think that the current scenario in context of COVID 19 is going to impact the choice of advertising media in future for the all the companies worldwide, what according to you will be the media options (new or old), to be chosen by such firms?

Q6) In the context of the advertisement given below, identify the different traits of consumer personality that are demonstrated in the given advertisement to target diverse set of consumers.



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