

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077**

**Program: PGDM - Communications (Batch 2018-20), Trim-IV
Subject: Agency Structure and Campaign Logistics**

Maximum Marks: 50

Duration: 3 Hours

Date: 20th Sept, 2019

Instructions

**All questions are compulsory
Start a new answer on a new page**

Q1. Coca Cola is planning to launch a line of non-alcoholic cocktail mixers.
What according to you should be the key proposition?
What insight is this based on?
Please write the creative brief for this
(25 Marks)

Q2. What in your view is a more elaborate and tough process – explain with detailed examples –
Print or TV logistics .
(25 Marks)
