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

Program: *PGDM (Communications) (Batch2017-19), Trim-V*
Subject: Communication Analytics and Campaign Research

Maximum Marks: 50　　　　**Duration: 3 Hours**　　　　**Date : 12/01/2019**

Instructions

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

Q1. Nescafe wants to connect with first time collegians to get them started off on a coffee habit as a daily consumption beverage.

Write a concept for the same with Insight, Benefit, RTB, Signoff and explanation of the visual.

(25 Marks)

Q2.　Assume you have a focus group planned with 8 students who are going to start college in June 2019.

Name and explain any 5 projective techniques you will use to help you in getting to the above concepts for Nescafe.

(25 Marks)

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