

SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ	SEM: VI
	MAR/APR-2023

Sr. No.	Subject	Available
1.	131U08C601 – Copywriting (A)	
2.	131U08C601 – Copywriting (B)	
3.	131U08C601 - copy writing CC)	
4.	131U08V603 - Integrated Marketing Communication	
5.		
6.		
7.		
8.		
9.		
10.		



LIBRARY



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College, SVU	Name of the Department: Mass Communication	
Course Code: 131U08C601	Name of the Course: Copywriting	
Duration: 2 hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

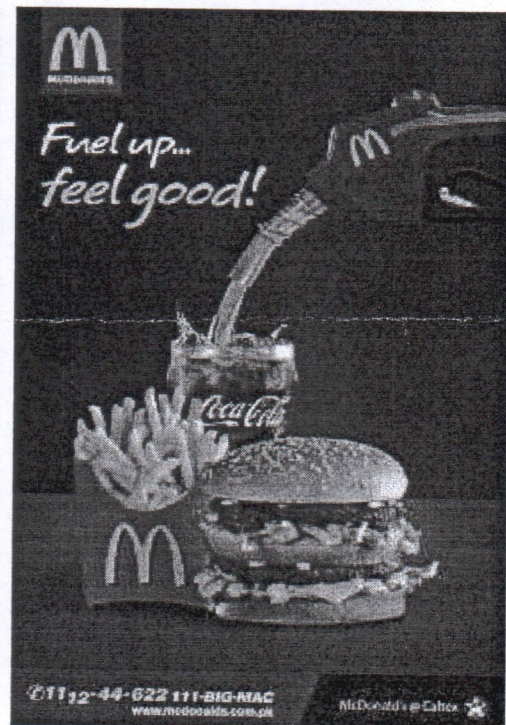
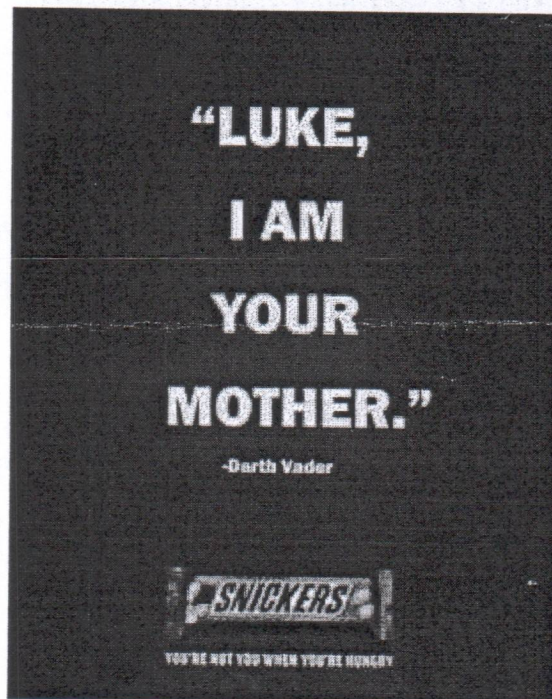
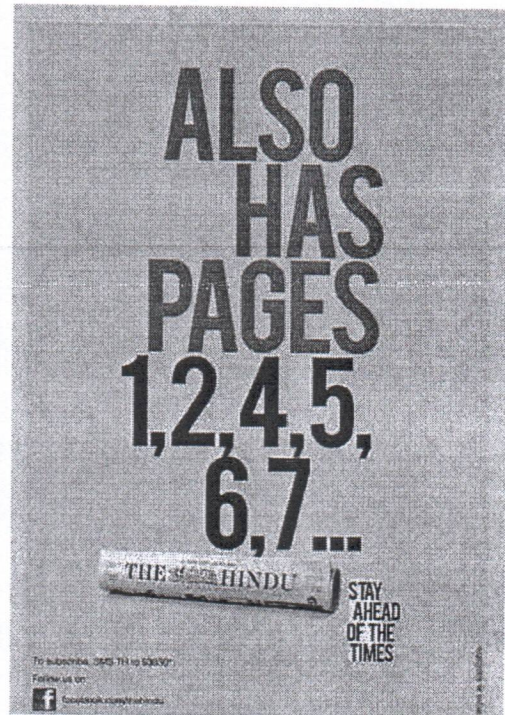
Question No.		Max. Marks
Q.1	<p>Thumbs Up is a popular beverage in India having a long legacy in the market. Their advertisements are full of adventure, excitement & energy so as to appeal to the youths of the country. They now want to reach out to the older age group as well, who may not be able to connect to the advertising style currently employed by them.</p> <p>The brief is to employ an appropriate appeal and create a campaign with a possible change of tone and technique, perhaps by having a mature, subtle and sophisticated approach to which the older age group can relate</p> <p>Q. Draft a Creative brief for them and describe campaign strategies in brief.</p>	15
Q.2 A)	Explain the principles of writing effective copy.	15
	OR	
Q. 2 B)	Prepare a radio advertising copy for Saavan.	15
Q.3 A)	Elaborate on different types of Copy.	15
	OR	
Q. 3 B)	Prepare a 30-sec TVC copy for Byjus under the tagline "Education for Marginalized"	15

Q.4

Write advertising analysis. (Any Two)

15

1. Comfort
2. The Hindu
3. Snickers
4. McDonald's





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 08	Class: TY	Semester: VI
Programme: BAMCJ		
Name of the Constituent College: S K Somaiya College, SVU	Name of the Department: Mass Communication	
Course Code: 131U08C601	Name of the Course: Copywriting	
Duration: 2 hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

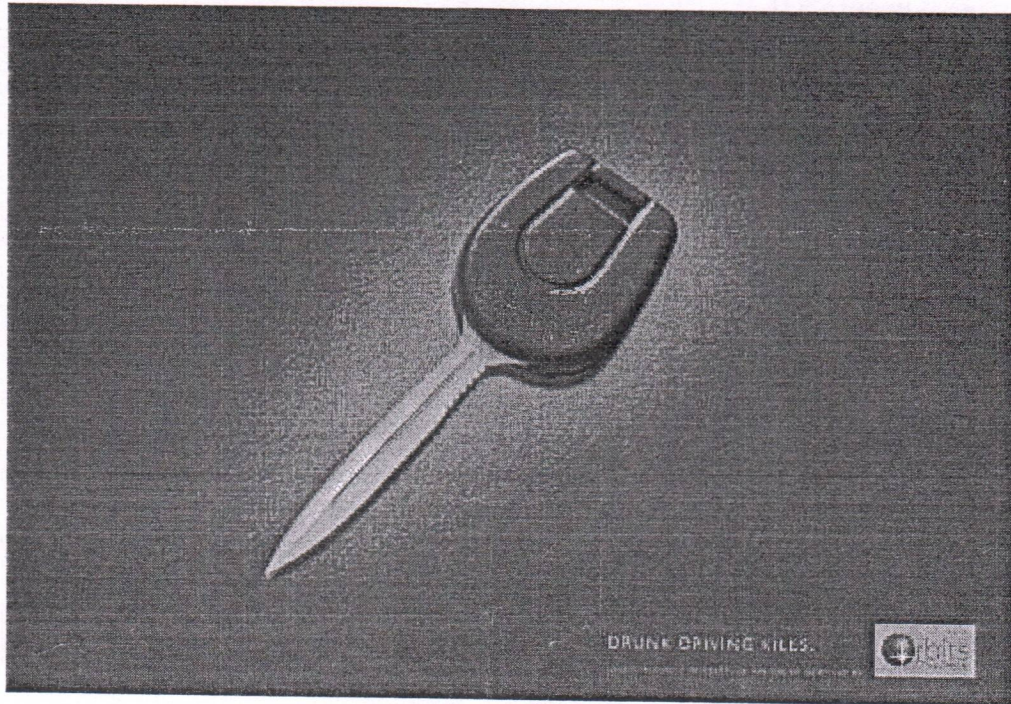
Question No.		Max. Marks
Q.1	<p>The popular ridesharing app Uber attends to employ more female drivers as traditional taxi and chauffeur services. But that's not enough. Uber has announced that it was partnering with the group UN Women to create an additional one million jobs for female drivers by 2020.</p> <p>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,</p> <p>Q. Draft a Creative brief for them and describe campaign strategies in brief.</p>	15
Q.2 A)	Illustrate the different types of appeals in advertising with examples of each.	15
	OR	
Q. 2 B)	Prepare a radio advertising copy for Spotify.	15
Q.3 A)	Write a note on 'Writing Copy Children' in detail.	15
	OR	
Q. 3 B)	Prepare a 30-sec TVC copy for the new Bajaj Chetak EV edition scooter.	15

Q.4

Write advertising analysis. (Any Two)

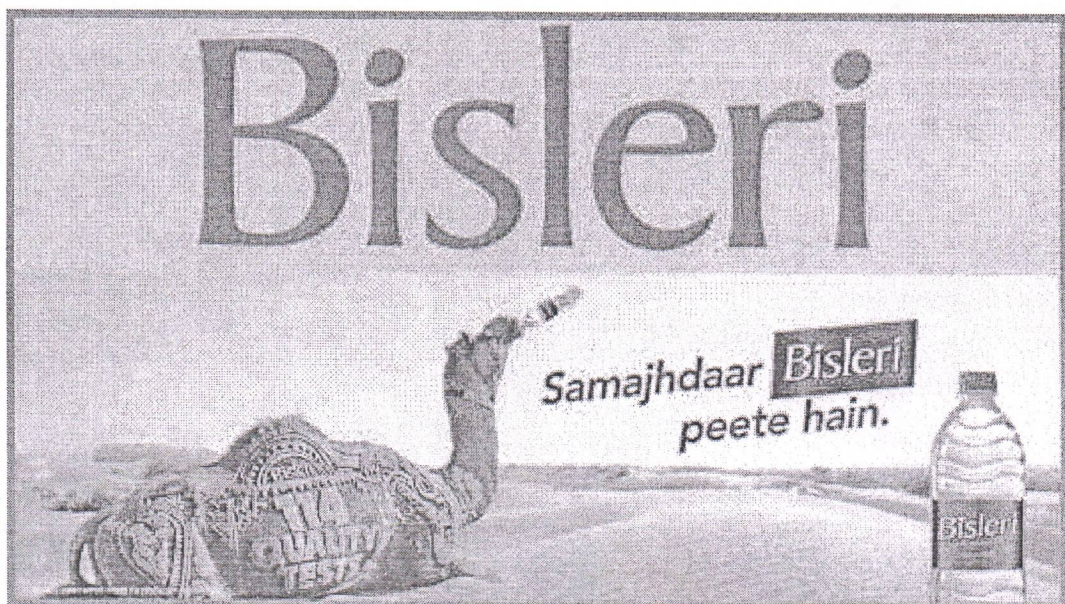
15

1. Orbits
2. Maggie
3. Nike
4. Bisleri



RUN FOR A POSITIVE CAUSE.

Support those living with HIV by joining the run on 18th May 2008.
Call 080-2316 1416. **SAMRAKSHA**





SOMAIYA
VIDYAVIHAR UNIVERSITY

April 2024

Examination: End Semester Examination March/April 2023 (UG/PG Programmes)

Programme code: 8		Class: TY	Semester: VI
Programme: BAMCJ(H)			
Name of the Constituent College: S K Somaiya		Name of the Department MASS COMMUNICATION	
Course Code:	131U08C601	Name of the Course: Copywriting	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks	Co Attainment
Q.1	<p>CASE STUDY</p> <p>“Oreo is more than just a biscuit. The ‘Twist, Lick and Dunk’ (TLD) ritual which is an integral part of the brand has brought fun filled moments of bonding to countless families across the globe. In today’s world, the simple freedom of childhood is increasingly being compromised, and carefree, innocent, and slowed-down family moments are rare. Oreo intends to launch a multi media campaign. The Brief is: Through new campaign, Oreo in India, want to give families an opportunity to spend more time together creating memorable moments through the much-loved TLD ritual and form a strong bonding with the target audience.”</p> <p>Answer the following</p> <ul style="list-style-type: none">a) Prepare a creative brief for making impact on the target Audience.b) Create a print advertisement campaign based on the creative brief (One advertisement).c) Prepare a 30 sec story board for Television commercial based on the creative brief.	15	III & VI
Q.2. a	<ul style="list-style-type: none">a. Describe Attributes of a copy writerb. Elaborate on Big Idea with Example	15	IV
OR			
Q.2.	<ul style="list-style-type: none">c. What are the essentials of writing a good copy for Children?d. Write a Radio Spot (30 sec) to promote LIC (Life insurance corporation of India		II
Q.3.	<ul style="list-style-type: none">a. Write a direct mailer to the upwardly mobile youth promoting Apple Watch Series 9, All Apple Watch Series 9 cases are swim proof, dustproof, and have crack resistant front crystalsb. Explain any two Idea generation techniques	15	V
OR			
Q.3.	<ul style="list-style-type: none">c. Write a press release on behalf of Nestle India to Strengthens Nestlé Healthy Kids Programme and Nutrition Education through #EducateTheGirlChild Campaign. Nestlé India extends its support to girl child education in association with Nanhi Kali, one of the largest community programs imparting education to underprivileged girl children across India.d. Explain Transcreativity. Discuss various points to consider		II

	about trans creativity in advertising		
Q.4	<p>Write short Notes on Any Three</p> <ol style="list-style-type: none"> Write a copy for email message promoting Dominos New Pizza encouraging consumers to try the new pizza and offer feedback via email and social media like Twitter, Facebook and YouTube. Dominos is also reaching out to food bloggers who have previously made negative comments about the pizza's taste, asking them to publicly review the new recipe Write a copy for sms campaign. The service is Election commission of India campaign "Go and cast your vote". Sex appeals in advertising with examples Create a copy for an outdoor poster. The brand is UTI Elaborate on the Elements of Print advertisement 	15	1