

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

Program: PGDM Communications (Batch2017-19), Trim-IV
Subject: Agency Structure and Campaign Logistics

Maximum Marks: 50

Duration:

Date:

Instructions

All questions are compulsory

Start a new answer on a new page

Q1. Lux is coming up with a line of shampoos and conditioners.

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 is **common** to and what is **different** in Print and TV logistics? Describe each of these steps in detail.

(25 Marks)