

	<p>b.) Advertising and Social Media c.) Creating Minds d.) Advertising and Ethics</p> <p>vi) Testimonial is-----</p> <p>vii) Social consumer advocacy (SCA) is organic a.) True b.) False</p> <p>viii) An advertorial is a. A type of chatbot used over social media b. A detailed advertisement used in print form c. An extended ad used for television advertising d. A type of deepfake advertising</p> <p>(ix) Crowdsourcing means_____</p> <p>(x) Which of the following Big 6 of social media platforms is appropriate for marketing of B2B brand? a. Pinterest b. Facebook c. LinkedIn d. Instagram</p>		
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SECTION B
4Qx5M= 20 Marks

Q	Statement of question		CO2
Q1.	Differentiate between cultural imperatives and cultural modifiers with examples.	5M	CO2
Q2.	Briefly explain any two advertising research methods.	5M	CO2
Q3.	Explain significance of creative triangle for determining creativity in individuals.	5M	CO2
Q4.	Describe the ad strategy of scaring the consumer into action with at least two examples.	5M	CO2

SECTION-C
3Qx10M=30 Marks

Q	Statement of question		CO3
Q1.	Enumerate essential aspects that advertisers must keep in mind while creating advertisements that target children or use children for advertising products. Support your answer with examples.	10M	CO3

Q2.	Discuss the ethical issues in comparative advertisements with close reference to case of Complan and Horlicks.	10M	CO3
Q3.	Discuss the significance of cultural values for deciding advertisement strategy. OR All individuals have some creative talents. Discuss the statement giving your views for or against it. Support your answer with examples.	10M	CO3

SECTION-D
2Qx15M= 30 Marks

Q	Statement of question		CO4
Q1.	Make 2 creative taglines for each of the following product categories: a.) Razor b.) Candy bar c.) Pet food d.) Soap e.) Hair gel	15M	CO4
Q2	Read the text “ <i>Social media influencers, celebs, must disclose their interest when endorsing any product, service or brand</i> ” given below and answer the following questions. Q1. Analyze why disclosure of celebrity endorsements is made mandatory by the government with examples. OR Compare and evaluate the effectiveness of social media influencers with virtual influencers and celebrity avatars for brand endorsements.	15M	CO4

Social media influencers, celebs, must disclose their interest when endorsing any product, service or brand.

The government on Friday made it mandatory for social media influencers and celebrities to disclose their “material connection” or interest such as share in company, employment of self or family, gifts, free trips, hotel accommodation, discounts and awards while endorsing any product, service or brand. Violation of this will attract a fine of up to Rs 10 lakh for each offence and up to Rs 50 lakh for repeat offence. The guidelines titled “Endorsement Know-Hows” released by the consumer affairs ministry on Friday also said the disclosures on all forms of social media has be in “hard to miss”, which means these have to be displayed prominently and in a manner that none can miss them while reading, listening or seeing such endorsements.

LAYING DOWN RULES HERE

Who should disclose:

Celebrities, social media influencers & virtual influencers (fictional computer generated people)



gifts, discounts, trips or hotel stay, family, personal or employment relationship

When to disclose: When there is a material connection

Material connection:

Monetary or other compensation, free products,

How to disclose: Clear & prominent display of disclosure; not to be mixed with a group of hashtags; both audio & video format, running ticker during live stream

Union consumer affairs secretary, Rohit Kumar Singh said the guidelines are applicable to celebrities, social media influencers and virtual influencers as well. He said the applicability of the guidelines has been extended to virtual influencers considering the rise in use of this medium to endorse and advertise products. Virtual influencers have been defined as fictional computer generated ‘people’ or avatars who have realistic characteristics, features and personalities of humans, and behave in a similar manner as influencers. The guidelines details who should disclose, how to disclose and when to disclose the material connection of endorsers or influencers.

Government sets disclosure norm for influencers endorsing brands

“The main objective of the guideline is adequate disclosure by anyone who is endorsing a product, service or brand. There is an obligation for them to behave responsibly. One of the biggest paradigms of the Consumer Protection Act is the consumers right to know and this falls in that purview. Consumers should know if something is thrown at them from digital media, the person or the entity which is sponsoring it have taken money or any form of connection they have with the brand,” Singh said.

The size of the social influencer market in India in 2022 was of the order of Rs 1,275 crore and by 2025, it is likely to rise to Rs 2,800 crore. The secretary said the social media influencer of substance — those having a good number of followers — are in excess of 1 lakh in the country.