


<b>Name:</b> <b>Enrolment No:</b>			
<p align="center"><b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b>  <b>End Semester Examination, May 2025</b></p>			
<b>Course: IMC</b> <b>Program: MBA (Marketing)</b> <b>Course Code: MKTG 8031</b>		<b>Semester: IV</b> <b>Time : 03 hrs.</b> <b>Max. Marks: 100</b>	
<b>Instructions: Attempt all sections</b>			
<p align="center"><b>SECTION A</b>  <b>10Qx2M=20Marks</b></p>			
<b>S. No.</b>		<b>Marks</b>	<b>CO</b>
<b>Q 1</b>	<b>Statement of question</b>		<b>CO1</b>
	<p>i) A communication message on television to not let water get collected in homes to prevent Dengue/Malaria is an example of:</p> <ol style="list-style-type: none"> <li>PSA</li> <li>OTS</li> <li>Branded entertainment</li> <li>It is not an advertisement</li> </ol> <p>ii) Which of the following is correct?</p> <ol style="list-style-type: none"> <li>Advertising has a positive impact on GDP of a nation but negative impact on customer value</li> <li>Advertising has a positive impact on customer value but negative impact on GDP</li> <li>Advertising has a positive impact on both GDP and customer value</li> <li>Advertising has a negative impact on both GDP and customer value</li> </ol> <p>iii) Which of the following chocolate brands resurrected Audrey Hepburn in its ad campaign through use of generative AI?</p> <ol style="list-style-type: none"> <li>Cadburys</li> <li>Galaxy</li> <li>Lindt</li> <li>Godiva</li> </ol> <p>iv) Which of the following Big 6 of social media platforms is appropriate for marketing B2B brand?</p> <ol style="list-style-type: none"> <li>Pinterest</li> <li>Facebook</li> <li>LinkedIn</li> <li>Instagram</li> </ol>		

	<p>v) The tagline ‘<i>zyada se zyada safedi</i>’ (<i>Whitest of all</i>) is an example of</p> <p>a.) Deception b.) Puffery c.) Both deception and puffery d.) None of the above</p> <p>vi) AIDA means -----</p> <p>vii) Balenciaga ads were in controversy due to which of the following reasons?</p> <p>a.) Using political messages b.) Using religious content c.) Using unethical pictures of children d.) Using nudity in ad imageries</p> <p>viii) An advertorial is</p> <p>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) A sales promotional campaign with a message ‘<i>Make a creative tagline for Toyota EV and get a chance to win a trip to Hong Kong</i>’ is an example of</p> <p>a. Contest b. Rebate c. Sweepstake d. Lottery</p> <p>x) Which of the following is the right composition of the creative triangle</p> <p>a.) Other people, Individual, Technology b.) Individual, Other people, Work c.) Technology, Other people Work d.) Work, Individual, Technology</p>		
<p style="text-align: center;"><b>SECTION B</b> <b>4Qx5M= 20 Marks</b></p>			
Q	Statement of question		<b>CO2</b>
Q1.	Briefly discuss pre-test methods of ad research.	<b>5M</b>	
Q2.	Explain concept of ‘ <i>melting pot</i> ’ with examples.	<b>5M</b>	
Q3.	Discuss the concept of sync and async in extremely creative personalities as discussed by Howard Gardner.	<b>5M</b>	

Q4.	Discuss reasons why firms should shift their promotional expenses towards social media platforms.	5M	
<p style="text-align: center;"><b>SECTION-C</b>  <b>3Qx10M=30 Marks</b></p>			
Q	Statement of question		CO3
Q1.	What are virtual influences? Discuss some of the advantages and cautions that firms should take a note of while using virtual influencers.	10 M	
Q2.	<p>Discuss the ethical issues that firms may encounter when they use synthetic videos (e.g. deep fakes) for advertising. Support your answer with examples.</p> <p style="text-align: center;">OR</p> <p>Identify the cultural values that are most significant for advertising in context of Eastern nations like India.</p>	10 M	
Q3.	What is surrogate advertising? Discuss the advertising of controversial products through examples of surrogate products advertising.	10 M	
<p style="text-align: center;"><b>SECTION-D</b>  <b>2Qx15M= 30 Marks</b></p>			
Q	Statement of question		CO4
Q1.	<p>Make 2 creative taglines for each of the following product categories:</p> <p>a.) Airline  b.) Soft drink  c.) Hair color  d.) Electric vehicle  e.) University</p>	15 M	
Q2.	<p>Read the text below “<i>Mamaearth moves Delhi HC against HUL over Lakme's sunscreen advertisement</i>”, and answer one of the questions below:</p> <p>In the light of the facts given in the text, analyze whether firms should resort to a comparative advertising strategy. Discuss if Lakme is rightfully accused of wrong comparisons to project Mama earth in poor light.</p> <p style="text-align: center;"><i>Or</i></p>	15 M	

Suggest some creative comparative advertising strategies for Mamaearth which can be a suitable response to Lakme's comparative advertising. Ensure that the campaign strategy you suggest should not lead to another legal issue.		
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## Mamaearth moves Delhi HC against HUL over Lakme's sunscreen advertisement

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Mamaearth's parent company Honasa Consumer has moved the Delhi High Court against Hindustan Unilever Limited (HUL), alleging that a Lakmé Sun Expert sunscreen advertisement disparages products sold by the former's skincare brand, The Derma Co.

In its plea, Honasa Consumer alleged that the Lakmé campaign titled SPF Lie Detector Test unfairly undermined and disparaged competing products, including one that closely resembles a sunscreen from The Derma Co, a brand under Honasa. The dispute is over Lakmé's advertisement campaign, which

claims that many digital-first sunscreen brands in the market falsely claim sun protection factor (SPF) 50 protection but provide much lower protection, sometimes as low as SPF 20.

HUL said Lakmé follows in-vivo SPF testing, a globally recognised method, and has done so since 2015.

Senior advocate Amit Sibal, appearing for Honasa Consumer, told the Delhi High Court that the campaign was targeting digital-first sunscreen brands without naming them directly. The company has sought either

removal or modification of the advertisement. Honasa Consumer also sought the Delhi court's intervention in stopping Hindustan Unilever from running such advertisements in newspapers, billboards or social media until the next hearing, but this prayer was not accepted.

A single-judge bench of Justice Amit Bansal said that "on the face of it" the advertisements put out by Hindustan Unilever were disparaging in nature but allowed it to present its arguments on Thursday.

The dispute between the two companies started on Monday, when Honasa Consumer co-founder Ghazal Alagh posted a picture of HUL's advertising billboard, which downplays the efficacy claims of sunscreen products launched by new-age, online-first brands, on social media. In another social media post on Tuesday, she claimed that HUL copied Honasa's products across categories such as shampoos, sunscreens, and face wash. Later, she deleted that post.

During the arguments on Wednesday, Honasa Consumer also cited legal precedents, saying that while a company can exaggerate the claims of its own products, courts have disallowed the disparaging of rivals through advertisements.

