


Name:			
Enrolment No:			
<div><div>UPES</div><div>End Semester Examination, May 2025</div><div><div>Course: Advertising and Sales Promotion</div><div>Program: INT BBA-MBA</div><div>Course Code: MKTG 3023</div></div><div><div>Semester: VI</div><div>Time : 03 hrs.</div><div>Max. Marks: 100</div></div></div>			
Instructions: Attempt all sections.			
<div>SECTION A</div> <div>10Qx2M=20Marks</div>			
S. No.		Marks	CO
Q 1	Statement of question		CO1
	<div><div>i) Which of the following is NOT a part of advertising agency structure</div><div><div>a.) Creative Boutique</div><div>b.) Interactive agency</div><div>c.) Parlor operations</div><div>d.) Media buying services</div></div><div>ii) Advertising has a positive impact on GDP</div><div><div>a.) True</div><div>b.) False</div></div><div>iii) ASCI stands for</div><div><div>a.) Advertising social cooperation of India</div><div>b.) Advertising standards council of India</div><div>c.) Advertising Security Council of India</div><div>d.) Advertising Sample Collection of India</div></div><div>iv) Who amongst the following personalities was NOT a part of Howard Garnder’s book creative minds?</div><div><div>a.) Mahatma Gandhi</div><div>b.) Picasso</div><div>c.) Michael Angelo</div><div>d.) Martha Garaham</div></div><div>v) Which of the following is correct composition of creative triangle?</div><div><div>a.) Individual, Other people, Organization</div><div>b.) Individual, Work, Other people</div><div>c.) Individual, Ad agencies, Other people</div><div>d.) Individual, Ad agencies, Organization</div></div></div>	20M	CO1

	vi) CPRP means ----- vii) Tanishq ad was in controversy due to which of the following reasons? a.) Using celebrities b.) Using religiously political content c.) Using unethical pictures of children d.) Using nudity in ad imageries 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 ix) Frequency programs are a. Frequency of advertising b. Promotion campaign to promote brand loyalty c. Frequency of consumer purchase from a brand d. Lottery x) Which of the following is NOT a part of the projective techniques for ad research? a.) Association tests b.) Dialogue balloons c.) Story construction d.) Eye tracking system		
SECTION B 4Qx5M= 20 Marks			
Q	Statement of question		CO2
Q1.	Identify the STP of at least two advertisements that use 'USP' as an ad strategy.	5M	CO2
Q2.	Explain the evolution of advertising with a focus on any two eras.	5M	CO2
Q3.	Discuss some of the pre-requisites that are needed for a person to be extremely creative.	5M	CO2
Q4.	List out important points for writing a copy for a radio advertisement.	5M	CO2
SECTION-C 3Qx10M=30 Marks			
Q	Statement of question.		CO3
Q1.	Create a social media promotional strategy for the pre-launch of a horror film.	10M	CO3

Q2.	<p>What is microtargeting of consumers? Discuss whether microtargeting of consumers over social media gives more value to the advertisers or to the consumer.</p> <p style="text-align: center;">OR</p> <p>Discuss the contribution of VALS framework to articulate the STP of brands.</p>	10M	CO3
Q3.	What is surrogate advertising? Discuss the advertising of controversial products through examples of surrogate products advertising.	10M	CO3
SECTION-D 2Qx15M= 30 Marks			
Q	Statement of questions.		CO4
Q1.	<p>Read the Text given below and answer any one of the questions given below.</p> <p>AI vs humans: influencers face competition from virtual models</p> <p>Social media influencers have embraced artificial intelligence to spice up their content but they are also facing growing competition from AI-generated Instagramers, TikTokers and YouTubers. Meta, owner of Facebook and Instagram, said Friday it would start putting "Made with AI labels" on AI-generated content in May. Social media influencers have embraced artificial intelligence to spice up their content but they are also facing growing competition from AI-generated Instagramers, TikTokers and YouTubers.</p> <p>Sporting pink hair and posing in lingerie, swimsuits or gym outfits, Aitana Lopez has more than 300,000 followers on Instagram where she is described as a "gamer at heart" and "fitness lover" -- except she's not real. Aitana was created by The Clueless, a Barcelona-based company that describes itself as an "AI modeling agency" run by "visionaries on a mission to redefine the world of influencers". Sofia Novales, project manager at The Clueless, said the "rising costs associated with human influencers" was a reason behind the company's creation. "Virtual models, being digital, present a more economical alternative," Novales said. Another plus: total control over content. "The advantages lie in unparalleled creative control, allowing seamless decision-making on image, fashion, and aesthetics without the need for physical photoshoots," Novales said. The rise of AI has fuelled concerns about the proliferation of deepfake videos that could be used maliciously. Meta, owner of Facebook and Instagram, said Friday it would start putting "Made with AI labels" on AI-generated content in May. AI presents a huge business opportunity for content creators: The influencer market is expected</p>		

	<p>to grow rapidly, from\$16.5 billion in 2022 to nearly \$200 billion by 2032, according to Allied Market Research.</p> <p>Younger audience -Using virtual influencers is not new: Barbie already has millions of followers on Instagram. But they are now being used in advertisements where they can't be told apart from a real person. Take Lil Miquela, a "19-year-old Robot living in LA" created by a California agency in 2016.With 2.6 million followers on Instagram and 3.5 million on TikTok, Lil Maquela has promoted brands as big as BMW. The idea was to "create something never seen before," the German premium carmaker said in a statement to AFP. "Attracting a younger, technology-savvy generation is for us the icing on the cake," it said. Maud Lejeune, who heads up the Paris-based digital strategy agency AD Crew, said that it isn't difficult for the public to accept AI influencers. "It's like actors on TV: we know it isn't real yet we follow them and we find it interesting, it's like watching a mini-series. "AD Crew represents more than 30 influencers, but Lejeune created her own virtual influencer, Metagaya, two years ago. "The current level of design didn't exist then. It's technical, you've got to dress them, take photos for the background, create a story," said Lejeune, acknowledging that Metagaya didn't turn out very well. The rapid technological progress brought by the likes of OpenAI's Sora video generator could make it easier to create and operate realistic virtual influencers.</p> <p>Deepfakes -Human influencers are also seizing on AI technology to make better videos. France's Charles Sterlings sees an opportunity to improve translations. He uses different tools on platforms like HeyGen and Rask.ai to automatically translate and lip-sync his video posts into English and Spanish. Sterlings also uses Deep shot, a platform that allows users to create deepfakes by changing the words and mouth movement of people in real videos. He said it took him just a few minutes and a few dollars to manipulate a video of French President Emmanuel Macron. But Sterlings sees the technology as a competitor as well as a useful tool. "Anyone with a phone can be an influencer. But eventually, it will be artificial intelligence, available 24 hours a day, and much cheaper to develop," he said. For Maud Lejeune, AI can help influencers produce more content. "It's tough to put yourself in front of the camera for a long time and certain creators burn out... Maybe AI will provide a new way to create without exposing oneself," she said. The Clueless has no qualms about its AI models taking away business from real influencers. "We don't foresee real models becoming obsolete or replaced by AI-generated models like Aitana," said Novales. "In our view, they can coexist as another competition of the industry."</p> <p>Q. Discuss why brands would prefer to use virtual influencers for advertising with reference to the text.</p> <p>OR</p>	<p>15M</p>	<p>CO4</p>
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	Q. Analyze views of Sofia Novales, Maud Lejuene, and Charles Sterlings to assess some of the challenges of using virtual influencers.		
Q2.	Make 2 creative taglines for each of the following product categories: a.) Chocolates b.) Floor cleaning liquid c.) Detergent d.) Mouthwash e.) Contact lenses	15M	CO4