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BJM-201

Roll No.

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**BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

SECOND SEMESTER END TERM EXAMINATION :
APRIL - 2013

ADVERTISING PRINCIPLES & PRACTICES

Time : 3 Hrs.

Maximum Marks : 70

Note: Attempt questions from all sections as directed.

SECTION A (30 Marks)

Attempt any 5 questions.

Each question carries 6 marks.

1. "Advertising is a short term paid information."

Elaborate.

What are various types of budgeting method used in advertising?

Define advertising appeal and state the examples for the following advertising appeals :

- (a) Humor
- (b) Anxiety
- (c) Rational

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4. What marketing tools can be used to promote education on sexual equality in rural areas? Give reason for your choice.
5. Explain in detail the elements of creative brief.
6. State the difference with an example – Behaviour Segmentation v.s. Psychographic.

SECTION – B (20 Marks)

Attempt any two questions.

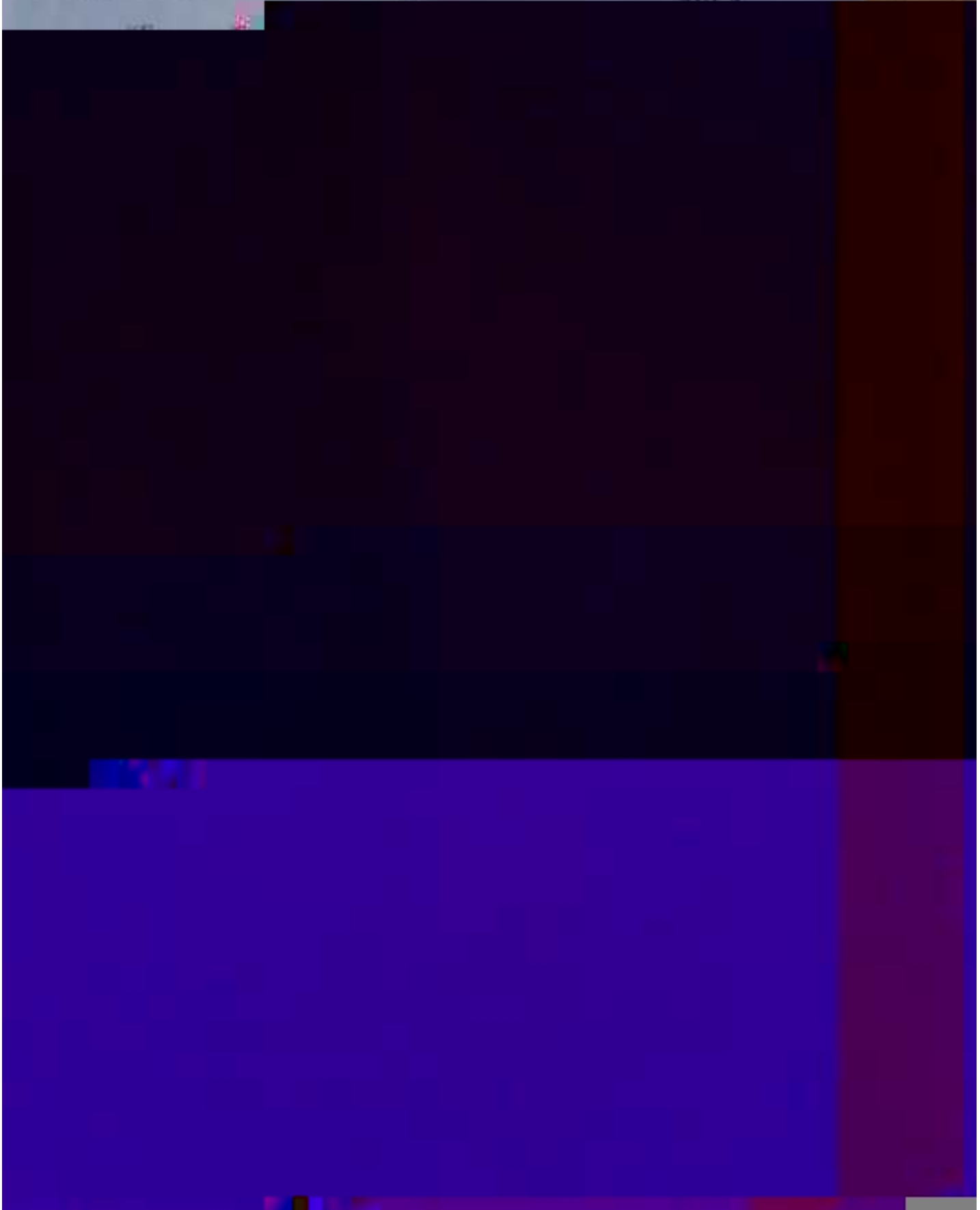
Each question carries 10 marks.

7. Explain in detail the STP for the following campaigns :
 - (a) TOI - Aman ki Asha campaign
 - (b) Airtel - Harek friend jaroori hota hai campaign
 - (c) Tata Sky - Poochne mein kya Jaata hai campaign
8. Write a 60 second COPY for a radio advertisement for a launch of new store - Being Human On the basis of following news report.

Salman Khan launches flagship Being Human store in India

Business Standard, Mumbai, January 18, 2013

Bollywood actor Salman Khan on Thursday launched the flagship Being Human store in Mumbai.



exclusive brand outlets in Mumbai and one each in Ludhiana and Ahmedabad. On the business, Mandhan said this year, their top line will be around Rs. 60 crore and next year, they are targeting Rs. 250-300 crore from the Being Human clothing sales. With five stores running and eight more under construction, he said the company was targeting 50 stores by end of next financial year.

Khan added, next, the foundation would launch a chain of restaurants where its profits would be used for charity. On the clothing line and restaurants, Khan said the idea was to get people spend for what they normally do.

9. Good advertising does not just circulate information. It penetrates the public mind with desires and belief. - Leo Burnett.

In the light of this statement explain in detail the relationship between message design and consumer behavior with examples.

SECTION - C

Oct 19, 2012

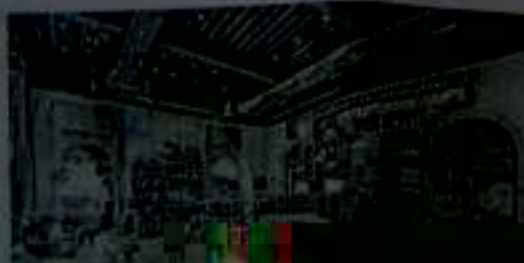
Starbucks Opens Spectacular Flagship Store in Mumbai, Honoring the Dynamic Culture of India

Starbucks – A Tata Alliance poised to redefine the coffee market and accelerate growth in India

Three Mumbai stores to open in first week

Starbucks Signature Espresso Roast to be locally sourced and roasted

MUMBAI, India, October 19, 2012 – Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, today opened the doors to the first Starbucks store in India. This flagship store is located at the historic Elphinstone Building, Horniman Circle, Mumbai and marks the beginning of the iconic brand's India journey. In addition to the flagship store at Horniman Circle, Tata Starbucks Limited will launch two more stores in the next week at Oberoi Mall and the Taj Mahal Palace Annexe in Mumbai.



agreement with Tata Coffee. The Indian Espresso Roast will be a hallmark feature of all Starbucks stores in the market and highlights the quality espresso available in India. As part of the agreement, Starbucks and Tata Coffee Limited will work toward developing and improving the profile of Indian-grown *arabica* coffees around the world by elevating the stature of Indian coffee, as well as improving the quality of coffee through sustainable practices and advanced agronomy solutions.

Commenting on Tata Starbucks Limited's first store, Avani Saglani Davda, CEO, Tata Starbucks Limited, stated, "We are honored to open our doors to customers today and look forward to

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The extensive product portfolio includes Starbucks signature espresso-based beverages, as well as Starbucks VIA Ready Brew and Starbucks Reserves. The store will also offer Tata Tazo and Himalayan mineral water, and its broad food offering boasts a wide selection of 42 items; Western favorites, as well as locally relevant flavors reflected in such items as the Elaichi Mawa Croissant, Murg Tikka Panini, Tandoori Paneer Roll, and the signature Star Club.

Deepening its commitment to community, Tata Starbucks Limited will work to improve the lives of coffee growing communities in the State of Karnataka. The joint venture, through an initial financial commitment, will work to support 'Swastha,' a school for children with special needs (in partnership with the Coorg Foundation). Additionally, Tata Starbucks Limited will work on initiatives including the promotion of responsible agronomy practices and training of local farmers, technicians and agronomists to improve their coffee-growing and milling skills.

Along with exploring social projects which could positively impact the communities in the coffee growing regions where Tata Global Beverages is active, the joint venture is committed to supporting the local community near the store. Toward this, Tata Starbucks Limited is proud to be developing a cultural hub in Horniman Circle, where local artists can come

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together. The cultural center will clean up the area and support local development, with the store opening earlier this month.

Tata Global Beverages and Starbucks Company announce a new partnership – a Starbucks store in

About Starbucks

Since 1971, Starbucks has been committed to providing the highest-quality coffee and food. The company is committed to specialty coffee and a commitment to sustainability. We bring the unique Starbucks experience to every customer.

About Tata Global Beverages

Tata Global Beverages is a part of the Tata Group. Tata Global Beverages is a leading business and the group's largest employer. The group's products are available in over 100 countries and employ more than 100,000 people.

together. The first step in the development of this cultural center was the community service project to clean up the area and prepare it for future development, which took place with Starbucks partners earlier this month.

Tata Global Beverages Limited and Starbucks Coffee Company announced the strategic joint venture partnership – Tata Starbucks Limited, to open Starbucks stores in India in January 2012.

About Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality *arabica* coffee in the world. Today, with more than 17,000 stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks Experience* to life for every customer through every cup.

About Tata Global Beverages and Tata Coffee

Tata Global Beverages is a part of the global Tata Group. Tata Global Beverages is a global beverage business and the world's second largest tea company. The group's annual turnover is US \$1.5 bn and it employs around 3,000 people worldwide. The

P.T.O.

Company focuses on 'good for you' beverages and has a stable of innovative regional and global beverage brands, including Tata Tea, Tetley, Himalayan natural mineral water and Eight O' Clock Coffee.

Tata Coffee is a subsidiary of Tata Global Beverages. It is Asia's largest coffee plantation company and the 3rd largest exporter of instant coffee in the country. The Company produces more than 10,000 MT of shade grown Arabica and Robusta coffees at its 19 estates in South India and its two Instant Coffee manufacturing facilities have a combined installed

capacity of 6,000 metric tonnes. It exports green coffee to countries in Europe, Asia, Middle East and North America. Tata Coffee's farms are triple certified: Utz, Rainforest Alliance and SA8000 reinforcing its commitment to the people and the environment.
