



Name:

Enrolment No:

UPES

End Semester Examination, May 2024

Course: Advertising and Sales Promotion

Program: INT BBA-MBA

Course Code: MKTG 3023

Semester: VI

Time : 03 hrs.

Max. Marks: 100

Instructions: Attempt all sections.

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Statement of question		CO1
	<p>i) Message “Lifebuoy se haath dhoye” on the breads distributed in Kumbh mela is an example of?</p> <p>a. PSA b. OTS c. Branded entertainment d. It is not an advertisement</p> <p>ii) Which of the following Big 6 of social media platforms is appropriate for marketing of B2B brand?</p> <p>a. Pinterest b. Facebook c. LinkedIn d. Instagram</p> <p>iii) Zomato’s ad featuring Hritik Roshan uses which of the following technique?</p> <p>a.) Deepfake and Machine learning b.) Chatbot c.) HubSpot d.) OTS</p> <p>iv) Cultural modifiers are</p> <p>a. Those cultural values which can be adopted b. Those cultural values which are not acceptable c. Those cultural values which cannot be compromised d. Those cultural values which are ethnic</p> <p>v) The tagline ‘zyada se zyada safedi’ (Whitest of all) is an example of</p> <p>a.) Deception b.) Puffery</p>	20M	CO1

	<p>c.) Both deception and puffery d.) None of the above</p> <p>vi) USP means -----</p> <p>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</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) Sweepstake means a. Discount b. Buy one get one free c. Money back offer d. Lottery</p> <p>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</p>		
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SECTION B
4Qx5M= 20 Marks

Q	Statement of question		CO2
Q1.	Identify the STP of at least two advertisements that use 'Image' as an ad strategy.	5M	CO2
Q2.	Explain branded entertainment with at least two examples.	5M	CO2
Q3.	Enumerate the characteristic of any three personalities that were studied by Howard Gardner.	5M	CO2
Q4.	List out important points for writing a copy for a radio advertisement.	5M	CO2

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SECTION-C 3Qx10M=30 Marks			
Q	Statement of question.		CO3
Q1.	What is a melting pot metaphor? Discuss how studying the mixing of Eastern and Western cultural values is significant for creating marketing communication content.	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>What are synthetic videos? Discuss the role of AI in creating synthetic videos with at least three examples.</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</p>		

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 to grow rapidly, from \$16.5 billion in 2022 to nearly \$200 billion by 2032, according to Allied Market Research.

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.

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

15M

CO4

	<p>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. Evaluate the characteristics and features of virtual influencers that may make 'Aitana Lopez', 'Barbie' and 'Lil Miquela' more effective over 'Metagaya'.</p> <p style="text-align: center;">OR</p> <p>Q. Analyze views of Sofia Novales, Maud Lejuene, and Charles Sterlings to assess the fallout of AI on influencers and celebs. What strategies can you suggest for current influencers to counter virtual influencers.</p>		
Q2.	<p>Read the text given below and answer the question that follows.</p> <p>'Think Better': How an ad ignited a boAT vs Apple war on social media</p> <p>boAt's daring ad campaign challenging Apple's dominance incites heated debate on social media. With the slogan "think better," boAt urges consumers to switch allegiance, sparking a clash between brand loyalists. While some applaud boAt's creativity, others defend Apple's legacy. The campaign's impact highlights shifting consumer preferences and the challenges faced by emerging brands in a fiercely competitive market.</p> <p>boAt, a prominent player in the audio products industry, has recently stirred up a storm in the advertising world with its latest campaign. In an era where creativity reigns supreme in marketing strategies, boAt's bold move to challenge Apple's dominance has captured the attention of social media users worldwide. With the slogan "think better," the campaign has sparked a spirited debate among consumers, highlighting the complexities of brand loyalty and the ever-evolving dynamics of the market. The advertisement features boAt's earphones juxtaposed with an Apple product, accompanied by the message "think better." Additionally, it encourages individuals to transcend the label of 'fanboys' and embrace the identity of a 'boAthead.'</p> <p>Complementing the static ad, boAt released a video showcasing a woman endorsing the superior sound quality of boAt's earphones amidst skepticism from her family regarding her brand preference. — arunkumarv (@arunkumarv) Accompanying the video on social media, boAt captioned, "Disclaimer: No Fruits were harmed in the making of this film. It's time to give an Indian brand a chance to compete on the global level. Don't be a fanboy, be a boathead."</p> <p>Unsurprisingly, the ad campaign has solicited varied reactions from netizens: One individual expressed, "Sorry boAt, but nice try. Lage raho. By the way, you have a long way to go before you can take potshots at Apple. We will root for you, but don't make this awkward."</p>	15M	CO4



— trendtalks9 (@trendtalks9)

Another user shared, "I am still using my Bassheads 900, it's still wonderful. It slipped many times and fell on the floor, but still working since purchased in May 2021. Thank you to the team and Aman sir for making a beast of headphones."

— realNamanbir (@realNamanbir)

However, not all responses were favorable. A dissenting voice commented, "You will never reach the brand value that Apple has created, especially with such marketing gimmicks."

Another user humorously remarked, "No fruits were harmed, but feelings of fanboys were definitely hurt."

— techstarsrk (@techstarsrk)

The diverse reactions to boAt's ad campaign underscore the intricacies of brand loyalty and the evolving landscape of consumer preferences. As the debate continues to unfold, it reflects the dynamism of the market and the challenges faced by emerging brands in establishing their presence amidst industry giants.

Q. Analyze boat's comparative ad campaign and evaluate if the comments of the social media users on this campaign would make brand loyal Apple consumer to switch over to boat.