

IMBA in BI/IB/APR Sem.-8 Examination**M/APR****C. W.****Time : 2-30 Hours]****May-2025****[Max. Marks : 70**

- Instructions :** (1) This paper contains **FIVE** questions.
 (2) All questions are compulsory.
 (3) Question No.2, 3, 4 have internal options.
 (4) Figures in the right side in parenthesis indicate marks.

Q:1 Write a product review for a newly launched sustainable footwear brand named "LeafSteps". The review should be informative, casual, and end with a personal verdict. (Approx 500 words) **(14)**

Q:2 Rewrite this boring product line into three compelling copy lines for "FlexiPen", a premium pen brand: **(14)**

- A. Original: "*This pen writes well.*"
 B. Create versions for:
 1. Aspirational tone
 2. Humorous tone
 3. Emotional tone
 C. Also justify with a short explanation for each version.

OR

Q:2 Create a witty one-liner for each of the following brands: **(14)**

- A. "ChopChop": A knife brand
 B. "MochaMood": A coffee chain
 C. "Sniff": A new perfume range
 D. Also justify with a short explanation for each version.

Q:3 Write a 40-second digital video ad script for a plant-based meat brand called "GreenBite". The tone should be persuasive, informative, and friendly. End the ad with a brand message and tagline. **(14)**

OR

Q:3 Draft a 25-second radio ad script for "BookNest", a cozy book café launching in your city. (Book cafe is a library + Cafe) **(14)**

Q:4 Write a 20-second digital ad script for "Zyrah", an online fashion platform running a monsoon sale. Make it snappy and youth-focused. **(14)**

OR*(P.T.O)*

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- Q:4** Develop a brand positioning statement for an imaginary luxury tea brand called "Tranquillitea". (14)
Then write:
A. One primary communication line (tagline)
B. Two supportive lines that can go on a brochure or website
Explain the target audience and tone behind your choices.
- Q:5** Write a short story (300–400 words) that begins with: (14)
"She had always believed that silence was safer than truth."
Your story should take an unexpected turn and end with a creative twist.
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