



# LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MUMBAI  
NAAC ACCREDITED - 'A' GRADE (CGPA-3.20)

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034. Tel.: 2354 8240 / 2354 8241  
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Ref. No. BCOM 21/

Date: 16/10/2025

## NOTICE

### (SR. COLLEGE

### FYBCOM SEM I EXTERNAL REGULAR AND ATKT OCTOBER – 2025

#### External Exam Evaluation Practicals

#### Advertising – I

#### (B & C Divisions)

All students of F.Y.B.Com (B & C Divisions) opted for the subject Advertising – I (VSC) (SEM – I) are hereby informed to complete the following practicals in the Practical Journal Book:

**AP1)** Design an Integrated Marketing Communication (IMC) Campaign for the Ambani Wedding: Showcasing Luxury through Media Synergy with reference to following points:

- Campaign Theme & Objectives
- Target Audience Identification
- Brand Collaboration & Sponsorship Strategy
- IMC Tools
- Creative Content Design
- Evaluation & Feedback Metrics

Support your practical work with print & digital advertising references, PR & Media Coverage Samples, Digital Footprints and Mock Posters & Mini Mood Board.

**AP2)** With a suitable diagrammatic representation study a Product Life Cycle of any one established product/service and trace the strategies adopted by advertisers in various stages of the life cycle of a product/service.

**AP3)** Launch any one product/service from the following and analyse the marketing mix elements with relevant supporting prototypes.

- Energy Drink
- Canteen Services
- Soap
- Scented Candles.

**AP4)** Prepare a Print Ad for the following types of Advertisements:

- Product Advertisement
- Public Service Advertising



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**AP5)** Develop a comprehensive media plan for the launch of a new product; taking into account the balance between reach, frequency and GRPs. Students are informed to follow the below given steps:-

1. Choose a hypothetical product and define your target audience, media objectives.
2. Research Media Channels that best reach your audience.
3. Devise a frequency schedule and calculate the reach, frequency & gross rating points with atleast 15-20 viewers.

**AP6)** Examine the **Glocalization of Film Industry** with special reference to one movie of your choice on the following points:-

- i. Role of Localized Marketing, subtitling and dubbing.
- ii. Representation of Cultural specificity.
- iii. Cross Cultural Appreciation.
- iv. Local Content with Global Appeal
- v. Visual Representation & Review Blogs Covering Achievements and Accolades.

#### Instructions:

- I. All Students are informed to complete the practical's in the Journal Book available at the Xerox Copier
- II. The Journal Book will be evaluated along with VIVA Presentations on the designated dates of practical schedule to be declared.
- III. Delays in submission will not be entertained.
- IV. Visuals, Magazine, Newspaper Cuttings, Reports, Articles and AV Commercials should be a part of practical work.
- V. Use of derogatory appeals is strictly prohibited.
- VI. Borrowings from any form of media should be acknowledged through appropriate references & disclaimers.

Dr. Rahul Shetty  
Prof. In-charge

Principal / HOD Commerce