



# 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  
E-mail : principal@lalacollege.edu.in | principal.llc@gmail.com | Website : www.lalacollege.edu.in

Ref. No. BCOM 21/

Date: 09/03/2026

## NOTICE

### (SR. COLLEGE)

### FYBCOM SEM I EXTERNAL ATKT March 2026

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

- Product Advertisement
- Public Service Advertising



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## 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.
- VII. The submission and Viva- Voce date is **16/03/2026 at.7.30am in Room No. 308**

Dr. Rahul Shetty  
Prof. In-charge

Principal / HOD Commerce