



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: 14/10/2026

F.Y.B. Com

(C & D Divisions)

Advertising – I

External Exam Evaluation Practicals

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

AP1) Assume you are a Cultural Head appointed by your college hosting a One Day Inter Collegiate Cultural Festival **or** introducing a sustainable cloth brand. The company intends to create brand awareness, attract potential colleges or customers and encourage purchases through an effective Integrated Marketing Communication (IMC) campaign. Design a comprehensive IMC campaign covering the following aspects:

- ✓ **Product/Service Selection:** Identify the product or service, brand name and its unique selling proposition (USP).
- ✓ **Target Audience:** Define the target customers/colleges based on preferences or other relevant characteristics.
- ✓ **Campaign Objectives:** State any two objectives that the campaign aims to achieve.
- ✓ **Advertising Message:** Develop a creative slogan or tagline highlighting the product's key benefit.
- ✓ **Selection of IMC Tools:** Suggest any four suitable promotional tools. Explain how each tool will be used.
- ✓ **Media Selection:** Identify appropriate media platforms for communicating the campaign message to the target audience.



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- ✓ **Campaign Evaluation:** Suggest any two methods to measure the effectiveness of the campaign.

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

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 analyze the marketing mix elements with relevant supporting prototypes.

- | | |
|-----------------|---------------------|
| a) Energy Drink | c) Canteen Services |
| b) Perfumes | d) Scented Candles. |

AP4) Make a creative ad with the help of AI with detailed prompts related to elements of ad-copy, color combination, spacing, layout, logo, illustration etc.

Instructions:

- I. All Students are informed to complete the practicals 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 as per the notifications.
- 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