

Dr. Babasaheb Ambedkar Open University
Term End Examination January–2026

Course	: MAJMC	Date	: 06/03/2026
Subject Code	: MJMC 19 / MAJMC- 19	Time	: 03:00pm to 05:15pm
Subject Name	: Advertising copy Writing and Creative Planning	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 Define 'Copywriting'. Explain the essential qualities of a good Advertising Copywriter. **14**

OR

Discuss the various elements of an Ad Copy: Headline, Sub-headline, Body Copy, Slogan, and Logo.

Q-2 What is 'Creative Planning'? Explain the steps involved in developing a Creative Brief for a brand. **14**

OR

Discuss the importance of 'Visual Communication' and its relationship with Copy in an advertisement.

Q-3 Explain the process of writing copy for different media: Print, Radio, and Television. **14**

OR

Discuss 'Appeals' in advertising. How do Emotional and Rational appeals influence consumer behavior?

Q-4 Write Short Notes. (Any Two) **14**

1. Storyboarding for TV Commercials
2. Importance of Catchy Slogans and Taglines
3. Copywriting for Digital and Social Media
4. Ethical issues in Ad Copywriting

Q-5 Select the correct option from the following questions. (Two marks each) **14**

1. The main text of an advertisement is known as:
(A) Headline (B) Body Copy (C) Slogan (D) Caption
2. 'Just Do It' (Nike) is an example of a:
(A) Headline (B) Tagline/Slogan (C) Body Copy (D) Illustration
3. In copywriting, 'USP' stands for:
(A) Universal Sales Post (B) Unique Selling Proposition
(C) Unique Story Point (D) None
4. Which medium relies entirely on 'Sound' and 'Voice' for copywriting?
(A) TV (B) Radio (C) Newspaper (D) Cinema
5. A series of sketches used to plan a TV advertisement is called:
(A) Script (B) Storyboard (C) Layout (D) Draft
6. The short and powerful sentence at the end of an ad is called:
(A) Intro (B) Punch line (C) Jingle (D) Lead
7. 'Copy' in advertising refers to:
(A) Duplicating an ad (B) The written message
(C) Printing process (D) Buying media space