

<u>SECTION – B</u>		
All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)		
		6 x 3 = 18 Marks
Questions	CO	Bloom's Level
Q. 2: (A). Define the term 'Product' and mention two key terminologies associated with it. Or Q. 2: (B). Examine the brand architecture of ITC or HUL and explain whether it follows an umbrella, sub-brand, or multi-brand strategy and how?	CO3	
Q. 3: (A). Draw Brand Identity Prism for Nike and analyze how each element (physique, personality, culture, relationship, reflection, self-image) shapes its global brand image. Or Q. 3: (B). ITC Limited operates Ashirwad, Sunfeast, Bingo. Conduct a brand audit to examine overlap in target segments. Analyse the risks of cannibalisation in a multi-brand strategy and suggest solutions.	CO4	
Q. 4: (A). A brand audit of Campa-Cola using the Awareness Funnel (awareness → consideration → trial → loyalty) shows high awareness but low conversion to purchase. Analyze the gap and recommend strategies to improve movement across the funnel. Or Q. 4: (B). A brand audit of Zomato reveals high trial due to discounts, but low repeat usage (loyalty). Analyse the reasons for weak movement from trial to loyalty. Recommend strategies to build sustainable brand loyalty beyond price promotions.	CO5	
<u>SECTION - C</u>		
Read the case and answer the questions		5×02 = 10 Marks
Questions	CO	Bloom's Level
Q. 5: Case Study: This Coca-Cola AI-Powered Christmas Ad Sparks Debate Coca-Cola has unveiled its Christmas advertisement, reimagined through artificial intelligence , and the release has sparked a firestorm of discussions across social media and advertising circles. The 15-second ad, a modern reinterpretation of the brand's iconic 1995 " <i>Holidays Are Coming</i> " campaign, has divided opinions, with many lamenting the perceived loss of authenticity.	CO6	
The ad opens with Coca-Cola's signature red trucks navigating a snowy landscape, delivering the iconic beverage to a digitally rendered festive town.		

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice) **6 x 3 = 18 Marks**

AI-generated characters populate the setting, presenting an idealized, yet somewhat uncanny, holiday community. However, the most notable departure from tradition is the absence of Santa Claus—a Coca-Cola Christmas mainstay for decades. Instead, AI-crafted characters take center stage, sparking immediate backlash from viewers. The reception has been largely critical, with many viewers describing the advertisement as “soulless,” “creepy,” and “disjointed.” Social media users were quick to point out visual glitches, including distorted truck wheels, awkwardly rendered human faces, and an overall lack of the emotional depth that has traditionally defined Coca-Cola’s holiday campaigns. Javier Meza, Coca-Cola’s European Chief Marketing Officer, defended the ad’s creation process, explaining the rationale behind the use of AI. “We didn’t set out specifically to make this ad with AI,” he said in a public statement. “The goal was to bring ‘Holidays Are Coming’ into the present, and AI became the most effective tool to achieve that.” Meza highlighted the efficiency and cost-effectiveness of using AI, noting that it allowed the creative team to experiment with multiple scenarios quickly. However, he acknowledged that the approach was a bold step, one that might not resonate equally with all audiences. Questions: Q. 5: (A). Based on the AI-generated Christmas campaign of Coca-Cola, analyze how the use of Artificial Intelligence impacted brand perception. • Identify two strengths and two weaknesses of the campaign • Suggest practical improvements to enhance emotional connection and authenticity Q. 5: (B). Evaluate how Coca-Cola can integrate sustainability and ethical AI practices in its branding strategy. • Suggest two eco-conscious initiatives • Recommend two data-driven or AI-based improvements to make the campaign more effective and future-ready		
---	--	--

Kindly fill the total marks allocated to each CO’s in the table below:

COs	Marks Allocated	Questions
CO1	6	1 A-C
CO2	6	1 D-F
CO3	6	2 A-B
CO4	6	3 A-B
CO5	6	4 A-B
CO6	12	5 A and B

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create