

Reg. No.:



Name:

University of Kerala

W6669

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

ENGLISH AND COMMUNICATIVE ENGLISH

UK3DSCECE202 - Narratives for Marketing

Academic Level: 200-299

2024 Admission

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	Which popular brand carry the tagline 'The Taste of India'?	RE	1
2	Who are brand ambassadors?	RE	1
3	Define virtual reality ?	UN	1
4	Mention one role of media in brand storytelling.	UN	2
5	What are commercials?	UN	4
6	Mention any two elements that make a brand story engaging.	UN	2

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Differentiate between content marketing and storytelling.	UN	3
8	Discuss the role of humour in creating brand stories.	UN	3
9	How does social media influencers become story tellers?	AP	3
10	How can we create values through Brand stories?	AP	3

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Illustrate the evolution of brand storytelling with suitable examples. OR B) Imagine you are a marketing executive for a famous clothing brand. How would you apply the concept of customer centric approach to create a successful campaign?	AP	3, 3
12	A) Analyse how visual storytelling strengthens a brand's narrative compared to text-based marketing.	AN	2, 3

Qn No.	Question	CL	CO
	OR B) Examine how humour and simplicity create emotional bonding in Fevicol and ZooZoo ads.		
13	A) What are the four important rules laid down by S. M. A. Moin's article for great brand storytelling? Why do these rules matter in brand positioning? OR B) Assess the evolution of Amul as a global brand.	EV	3, 4
14	A) Imagine you are designing a brand storytelling campaign for a new eco-friendly smartwatch. Create a brand story that incorporates the five elements of brand storytelling. OR B) Imagine you are planning to launch a new product in the market. Describe the product and create a survey to understand customer preferences and market expectations before you launch it in the market.	CR	4, 4