

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

MBA [Semester III]

Subject Name: Advertising and Communication Management

MM: 75

Subject Code: MBA-GE-MM-01

Time: 03Hours

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Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional $\frac{1}{2}$ an hour will be given to the examinees to scan the answer sheets, convert it **into single PDF** and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-III-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks. 15 EACH

Q1: Read the article and answer the question on page 3.

A few days after rolling out their new privacy policy for WhatsApp, the Facebook-owned messaging service put out full-page ads in leading English dailies such as the Hindu, Indian Express, The Telegraph, Deccan Herald and the Times of India titled "WhatsApp respects and protects your privacy". Tech policy experts have slammed the ad for misleading users as WhatsApp collects massive metadata which still undermine privacy by revealing sensitive information about users.

WhatsApp metadata means information on which numbers were contacted which over WhatsApp, when, and for how long, as well as the IP addresses. It can also include location and contacts data

The ad comes with the line, 'Respect for your privacy is coded into our DNA'. However, this line is a lie too. "Interestingly this used to be the case in WhatsApp's previous privacy policy of 2016, but it has been removed in the new privacy policy," underscored Apurva Singh, volunteer legal counsel at Software Freedom Legal Centre (SFLC). It works to defend digital freedom, internet governance and freedom of expression.

WhatsApp released this advertisement in papers to instill trust in the messaging app. "But the ad fails to do just that. It does not state what data are collected and how they intend to process the data that are collected. They are simply repeating the same things -- the app is end-to-end encrypted, private messages are not shared with Facebook. If they really wanted to instill trust in people, they have to explicitly state what they are collecting rather than publishing these deceptive ads," asserted Tripti Jain, a lawyer and researcher with Internet Democracy Project. Facebook needs to be absolutely clear about the data being collected, how is it being shared and what it is being used for.

The advertisement mentions that WhatsApp protects your privacy because messages are encrypted, groups remain private and because they cannot see your shared location. All the three points are obfuscating the truth.

"It is misleading because while WhatsApp chats are encrypted, they still get your log information, the hardware you are using, and they know who you are talking to. They also know your phone number and IP address. The ad skims over these details," added Jain.

When Facebook and WhatsApp mention privacy in the advertisement, the company wants it to mean private messages. In doing so, it is attempting to change the definition of privacy. "This ad is deceptive because Facebook is restricting privacy to end-to-end encryption of messages. Privacy means users do not want Facebook to know which Wi-Fi network they are using, their IP address, who they are talking to and for how long. Privacy is not only about messages. Why does a company need to know my log-in information? This is a major concern," argued Singh.

The advertisement states that this update is about changes related to messaging a business on WhatsApp, which is optional and provides further transparency about how we collect and use data. "This is not true. If you look at the privacy policy that users have received on WhatsApp, it states that if we wish to continue using WhatsApp, we must agree to this policy, otherwise we will not have access to the app. This is not a real choice when you are seeking informed consent. A person should be given the opportunity to negotiate to agree or deny the choice to share their data even while continuing on the app," explained Jain.

They are spreading misinformation in disguise. "The fact that I have to be integrated into the ecosystem though I do not aim to use WhatsApp Business is problematic. Anyone who has to use WhatsApp, has to give the company access to their contact list whether they use WhatsApp Business or not. If all the businesses are on FB, a single user does not have a bargaining power," said Jain.

In the ad, they want it to appear as though the policy update is only for WhatsApp Business. But that is a lie. If you are using WhatsApp, your information will be shared. They have not clarified what exactly will be collected and shared.

Q1: Analyze the above situation and why the company chose to communicate like this?

Q2: Discuss the types of advertising agencies? Can they influence the advertiser in terms of their uniqueness and innovation or vice versa? Why and Why Not? Support your answer with real examples.

Q3: Define and discuss advertising and the IMC approach with a suitable example from FMCG industry.

Q4: Differentiate between key concepts and key players in advertising with respect to the promotions famous IPL 2021.

Q5: Discuss the BBDMs 9 principles and its implication on the advertisements in the food and beverage industry.
