## Section A: Fundamentals of Creative AI (15 Marks)

Answer: Explain Creative AI to a non-technical person in under 4 lines.

Creative AI is like a smart assistant that can imagine and generate new things—stories, images, music, or ideas—based on patterns it has learned.  
It doesn’t "think" like humans but combines knowledge in creative-looking ways.  
Think of it as a digital co-creator that helps you brainstorm, design, or express ideas faster.  
It’s not magic—it’s trained creativity with technology.

Answer is good, but I want more clarity with some realtime example..Treat me I'm nursery kid with zero/blank mind, keep it 4 lines, crisp and short

Creative AI is like a magic crayon —you tell it “draw a cat,” and it makes a picture for you.  
If you say “make up a story about a rabbit,” it tells you a new story.  
It doesn’t know feelings, but it mixes what it has learned to create something new.  
Think of it as a friendly robot that helps you imagine!

Answer: Give 2 examples of real-world industries where Creative AI can save time and cost.

Answer: 3. State one ethical risk in Creative AI and how you would handle it. (5 marks)

## Section B: Text Generation (20 Marks)

Answers: Write a professional HR email inviting a candidate for an interview.

Subject: Interview Invitation – [Job Title] at [Company Name]

Dear [Candidate’s Name],

Thank you for applying for the position of [Job Title] at [Company Name].  
We are pleased to invite you for an interview to discuss your qualifications and experience in more detail.

Interview Details:

Date: [Insert Date]

Time: [Insert Time]

Mode: [In-person/Online – with link if applicable]

Location: [Insert Address if in-person]

Interviewer: [Name/Designation]

Please confirm your availability by replying to this email. If the proposed schedule is inconvenient, let us know, and we will try to accommodate an alternative.

We look forward to meeting you and learning more about how your skills can contribute to our team.

Best regards,  
[Your Full Name]  
[Your Designation]  
[Company Name]  
[Contact Information]

Subject: Interview Invitation – [Job Title] at [Company Name]

Dear [Candidate’s Name],

We are pleased to inform you that you have been shortlisted for the [Job Title] position at [Company Name].  
We would like to invite you for an interview as per the details below:

Date: [Insert Date]

Time: [Insert Time]

Mode: [In-person/Online – with link if applicable]

Location: [Insert Address if in-person]

Interviewer: [Name/Designation]

Kindly confirm your availability at the earliest. Should you have any scheduling conflicts, please let us know, and we will try to accommodate accordingly.

We look forward to your participation in the interview process.

Sincerely,  
[Your Full Name]  
[Your Designation]  
[Company Name]

Subject: Excited to Meet You – Interview for [Job Title] at [Company Name]

Hi [Candidate’s Name],

Great news! You’ve been shortlisted for the [Job Title] role at [Company Name], and we’re really looking forward to getting to know you better.

Here are the details for your interview:

Date: [Insert Date]

Time: [Insert Time]

Mode: [In-person/Online – with link if applicable]

Location: [Insert Address if in-person]

Interviewer: [Name/Designation]

Please reply to confirm your availability. If the timing doesn’t work, no worries—we’ll happily find a slot that’s comfortable for you.

We’re excited to learn more about your journey and how you could be a part of our growing team.

Warm regards,  
[Your First Name]  
[Your Designation]  
[Company Name]

Subject: Your Interview Invitation – [Job Title] at [Company Name]

Hi [Candidate’s Name],

We’re happy to let you know that you’ve been shortlisted for the [Job Title] role at [Company Name]!   
This interview is a chance for us to learn more about your experiences and for you to get a feel of who we are as a team.

Interview Details:

Date: [Insert Date]

Time: [Insert Time]

Mode: [In-person/Online – with link if applicable]

Location: [Insert Address if in-person]

Interviewer: [Name/Designation]

Please confirm your availability by replying to this email. If the time doesn’t work for you, just let us know—we’ll gladly arrange another slot that’s comfortable.

We’re excited to meet you and explore how your skills and ideas can grow with us. 🌟

Warm regards,  
[Your First Name]  
[Your Designation]  
[Company Name]

Answer: Here’s a crisp 30-second product description for your AI-powered smartwatch:

Meet the NovaSmart AI Watch — your ultimate personal companion on your wrist. Powered by cutting-edge AI, it doesn’t just track your fitness and health; it understands your habits, predicts your needs, and helps you stay ahead in every part of your day. From intelligent workout suggestions and real-time health monitoring to smart notifications and voice-assisted reminders, NovaSmart adapts to you — making life smarter, simpler, and more connected. Wear the future. Wear NovaSmart.

Tagline: “Smart, Sleek, You — NovaSmart.”

Meet the NovaSmart AI Watch — the smartwatch that thinks with you. Crafted from recycled aerospace-grade aluminum with a sapphire glass display, it’s durable, stylish, and eco-smart. Powered by next-gen AI, it learns your habits, predicts your health trends, and gives real-time personalized insights — from workouts to work-life balance. Stay connected, stay ahead, and make every second smarter.

Tagline: “Smart, Sleek, You — NovaSmart.”

## Section C: Image, Audio & Video Creativity (20 Marks)

Answer: Generate me a poster for world environment day..This should be uniques, easy to understand, audieince range is from Small Kids to Senior citizens, colors should be eye catchy, simple

Answers: Version 1 (Main):  
“Hey tech explorers! Welcome to TechTalk Today — your weekly ride through the coolest gadgets, mind-blowing AI, and next-level innovations. We break down the buzz, spill the secrets, and show you how tech is shaping your world. Plug in, power up, and ride the future with us!”

Version 2 (Alternate 1):  
 “Welcome to TechTalk Today, where tech meets curiosity! From AI wonders to gadget magic, we decode it all. Stay curious, stay wired, stay ahead!”

Version 3 (Alternate 2):  
 “This is TechTalk Today — your VIP pass to the wild world of tech. Smart, fast, and always ahead of the curve. Plug in, geek out, and level up!”

Write a prompt idea for AI to generate background music for a startup launch video. (5 marks)

Answer: Prompt:  
“Create an upbeat, inspirational background music track for a startup launch video. The music should feel modern, energetic, and motivating, with catchy rhythms, uplifting melodies, and subtle electronic elements. It should evoke innovation, growth, and excitement, while keeping the tempo suitable for a 30–60 second dynamic video.”

Answer: AI reduces production costs in marketing by automating repetitive tasks like content creation, ad targeting, and data analysis, cutting down the need for large teams. It also optimizes campaigns in real time, ensuring higher ROI and minimizing wasted budget on ineffective strategies.

## Section D: Business Applications (20 Marks)

Tagline:  
“Smart travel, endless adventures.”

If you want, I can also create 3 more edgy, Gen-Z-friendly options that feel trendy and viral-ready.

Tagline:  
“One app. Every trip. Easy for everyone.”

I can also draft 3–4 more ultra-simple, punchy options that are even easier for mass audiences to remember. Do you want me to do that?

App Name: Roamly  
Tagline: “Roam freely. Travel easily. All in one app.”

Write a 50-word social media ad post for a healthy café using AI-generated text. (10 marks)

Answers: Sip, snack, and smile at our Healthy Café! Freshly brewed smoothies, guilt-free treats, and nourishing meals made with love. Fuel your day the natural way—because wellness never tasted this good. Visit us today and discover food that cares for you! #HealthyLiving #CafeVibes

“Kale me maybe?”  
Where smoothies hug your soul, salads fuel your goals.   
Fresh. Simple. Honest.  
Every bite is poetry, every sip a glow.   
Your body is your home—feed it love, taste the difference.

#GlowWithEveryBite #EatCleanFeelBright

“Kale me maybe?”  
Our Healthy Café serves smoothies that hug your soul and salads that fuel your goals. Fresh, simple, honest. Every sip sparks glow, every bite writes poetry. Feed your body love, fuel your life bright. Wellness never tasted this good.

#GlowWithEveryBite

## Section E: Ethics & Professional Prep (15 Marks)

Answer: Identify two risks of AI-generated marketing content and how you’d prevent them

Two Risks of AI-generated Marketing Content & Prevention

Risk: Generic or repetitive content – AI may produce text that feels bland, overused, or lacks brand personality.  
Prevention: Always fine-tune AI output with a human touch—add brand tone, cultural context, and creativity before publishing.

Risk: Inaccurate or insensitive messaging – AI might generate misleading claims, cultural insensitivity, or unintended bias.  
Prevention: Implement a review process—fact-check, run content through brand guidelines, and ensure human approval before posting.

Answer (5 Marks):  
Two major risks of AI-generated marketing content are inaccurate or insensitive messaging and copyright issues. These can cause loss of customer trust, backlash, or legal problems. Prevention includes fact-checking, human review, and ensuring originality. Other minor risks are repetitive content, over-reliance on AI, cultural missteps, and misinformation.

Write a 1-minute self-introduction as a Creative AI Specialist in an interview. (5 marks)

Answer: "Hello, my name is [Your Name], and I specialize in bridging creativity with AI. Over the past [X years/months], I’ve worked on designing AI-driven content, generating innovative campaigns, and creating data-informed visual and textual outputs that engage audiences effectively. My strength lies in understanding how AI can enhance storytelling while maintaining brand voice. I enjoy experimenting with emerging AI tools, optimizing content for impact, and turning insights into actionable creative strategies. I’m excited about opportunities to leverage AI in delivering fresh, engaging, and meaningful experiences for users while pushing the boundaries of digital creativity."

Answer this interview-style question in 3–4 lines: “How would you use AI for a branding campaign of a small business?” (5 marks)

Answer: Answer this interview-style question in 3–4 lines: “How would you use AI for a branding campaign of a small business?” lets create an interview and interaction style

Interviewer: How would you use AI for a branding campaign of a small business?

You: I’d start by using AI to analyze the target audience and generate creative ideas tailored to them. Then, I’d create engaging content—like visuals, slogans, or social media posts—optimized for impact. Finally, I’d monitor performance and refine the campaign based on insights, ensuring it’s cost-effective and results-driven.

Interviewer: How would you use AI for a branding campaign of a small business?

You: First, I’d deeply understand the business—its products, goals, and unique value. Then, I’d use AI to analyze the target audience, their preferences, and behaviors to craft content that truly connects. AI tools can help generate creative visuals, copy, and social media ideas in a unique way, reaching people where they engage most. Finally, I’d track results and refine the campaign to maximize impact while keeping it cost-effective.

Interviewer: How would you use AI for a branding campaign of a small business?

You: I’d start by understanding the business, its products, and goals, then use AI to pinpoint the target audience and what resonates with them. AI would help create unique, engaging content—visuals, copy, and campaigns—that reach people where they spend time. I’d track results and refine constantly to maximize impact.