



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnanur Road, Barasat
Kolkata, West Bengal.

Term End Examination 2024-2025

Programme – B.Sc.(PSY)-Hons-2023/B.Sc.(PSY)-Hons-2024

Course Name – Psychology of Advertisement

Course Code - BPY10001

(Semester I)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Select the one that is not studied in Psychology of Advertisement.
 - a) Consumer's Thought
 - b) Consumer's Behaviour
 - c) Consumer's Emotion
 - d) Consumer's Character
- (ii) Indicate the purpose that be served by storytelling.
 - a) Coordinating performance with other thematic areas
 - b) Develop sensory abilities
 - c) Expressing orally using simple intonation, vowels, consonants, syllabus and slurred voices
 - d) Improve basic understanding of the subject matter
- (iii) Predict the primary driver of consumer behavior that encompasses both basic needs and higher level desires.
 - a) Perception
 - b) Motivation
 - c) Social influence
 - d) Attitude
- (iv) Identify the various forms of advertisement.
 - a) Print
 - b) Outdoor
 - c) Broadcast
 - d) All of these
- (v) Explain that technology is defined as a combination of _____ equipment, techniques and processes needed to convert the data to output.
 - a) advertisement
 - b) knowledge
 - c) informations
 - d) none
- (vi) Review that as the volume of advertising is getting more and more expanded it is becoming difficult to make advertising messages heard by the target prospects. This will affect the _____ of advertising.
 - a) Social values
 - b) preference
 - c) effectiveness
 - d) criticism

- (vii) When faced with the complaint that utilitarianism is a doctrine worthy of swine, Mill responds that pleasures differ in
- a) purity
 - b) quality
 - c) species
 - d) weight
- (viii) Estimate _____ what has an important role in the personlaity building of a child.
- a) Mother tongue
 - b) Foreign language
 - c) Academic language
 - d) Standard language
- (ix) The belief sketch that children's behavior can be modified by reinforcers and punishers is based on the idea that development is primarily influenced by
- a) Heredity only
 - b) Both heredity and environment
 - c) Environment only
 - d) Neither heredity nor environment
- (x) Discover a aspect of emotional intelligence (EI) as per Goleman's model, involves understanding one's emotions & managing them effectively.
- a) Intrapersonal intelligence
 - b) Interpersonal intelligence
 - c) Logical Intelligence
 - d) Musical Intelligence
- (xi) Identify a goal for positive change.
- a) Vague and flexible
 - b) Unrealistically ambitions
 - c) Specific, measurable and achieveable
 - d) Only shared with others for accountability
- (xii) Identify the odd item.
- a) Look for opportunity
 - b) Stop making excuses
 - c) Don't play with victim
 - d) Learn from the Dreaming
- (xiii) Report the curious paradox is that when I accept myself just as I am, _____.
- a) then I can change
 - b) then only I can't change
 - c) then I can think
 - d) then I can feel
- (xiv) Explain that everyone has common in their life to others is _____.
- a) weaknesses
 - b) position
 - c) respect
 - d) love
- (xv) Choose one is an odd item _____.
- a) Self-confidence
 - b) Self resect
 - c) Self-esteem
 - d) Self-serving bias

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss perception and attention. (3)
3. Apply the dynamics of motivation in advertisement. (3)
4. Compare Attitude with a Brand Product. (3)
5. Prepare Cognitive dissonance in Advertisement. (3)
6. Analyze Indian and Western Psychology. (3)

OR

Analyze consumer behavior. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe advertisement psychology with examples. (5)
8. Compare Cognitive and advertisement with examples. (5)
9. Apply the dynamics of motivation in advertisement with examples. (5)
10. Criticize Social Advertisement with examples. (5)
11. Choose the best approuche to motivation of Advertisement with examples. (5)

12. Plan an Advertisement of your choice with examples. (5)

OR

Develop an Advertisement on Cultural issues with examples. (5)

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