



Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

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

Course Name – Design for Advertisement & Marketing Strategy

Course Code - BAM10001

(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) Identify the correct answer for advertising.
 - a) Publicity
 - b) Sales promotion
 - c) Paid information
 - d) All of the above
- (ii) Identify the primary goal of advertising.
 - a) To create brand awareness
 - b) To generate interest
 - c) To persuade potential customers to buy a product or service
 - d) All of the above
- (iii) Recognize the significance of advertising to businesses.
 - a) To achieve marketing and sales objectives
 - b) To create brand awareness
 - c) To generate interest
 - d) All of the above
- (iv) Describe the essential components of advertising.
 - a) The message
 - b) The target audience
 - c) The medium
 - d) All of the above
- (v) Identify the significance of comprehending the target market in advertising.
 - a) To tailor the message accordingly
 - b) To decrease brand awareness
 - c) To increase brand awareness
 - d) All of the above
- (vi) Identify the distinction between publicity and advertising.
 - a) Advertising is paid for, while publicity is not
 - b) Advertising is more effective than publicity
 - c) Advertising is used for products, while publicity is used for services
 - d) Advertising is used for local businesses, while publicity is used for global businesses
- (vii) Identify the difference between advertising and sales promotion.
 - a) Advertising is long-term, while sales promotion is short-term
 - b) Advertising is more expensive than sales promotion
 - c) Advertising is used for products, while sales promotion is used for services
 - d) Advertising is used for global businesses, while sales promotion is used for local businesses

- (viii) Identify the difference between advertising and marketing.
- Advertising is a subset of marketing
 - Advertising is used for products, while marketing is used for services
 - Marketing is a subset of advertising
 - None of the above
- (ix) Identify the purpose of advertising.
- Persuade and enlighten consumers about any service or good available on the market
 - Increase the cost of goods and services
 - Decrease the demand for goods and services
 - None of the above
- (x) Identify the first step in creating an advertising message.
- Developing a strong call-to-action
 - Identifying the key benefits and unique selling proposition
 - Crafting a compelling headline
 - Presenting supporting evidence and testimonials
- (xi) Choose the advertising objectives.
- Specific communication tasks that a campaign should accomplish for a specified target audience
 - General communication tasks that a campaign should accomplish for a specified target audience
 - Specific communication tasks that a campaign should accomplish for any target audience
 - General communication tasks that a campaign should accomplish for any target audience
- (xii) Choose your advertising budget.
- The amount of money a company spends on advertising
 - The amount of money a company spends on all marketing activities
 - The amount of money a company spends on sales promotion
 - The amount of money a company spends on public relations
- (xiii) Identify the AIDA model stands.
- Attention, Interest, Desire, Action
 - Awareness, Interest, Desire, Action
 - Attention, Interest, Decision, Action
 - Awareness, Interest, Decision, Action
- (xiv) Identify the SMART criteria for setting advertising objectives stands for:
- Specific, Measurable, Achievable, Relevant, Time-bound
 - Specific, Measurable, Attainable, Realistic, Time-bound
 - All of the above
 - None of the above
- (xv) Choose the reach of an advertising campaign.
- The percentage of the target audience that is exposed to the campaign at least once during a specific period of time
 - The number of times the target audience is exposed to the campaign during a specific period of time
 - The percentage of the target audience that takes the desired action after seeing the campaign
 - The number of sales generated by the campaign

Group-B

(Short Answer Type Questions)

3 x 5=15

- Describe the impact of the printing press on the evolution of advertising. (3)
- Identify key milestones in the development of advertising during the 19th and early 20th centuries. (3)
- List the major shifts in advertising practices during the 20th century. (3)
- Recognize the role of advertising in shaping consumer culture in the 20th century. (3)
- Develop an argument explaining the significance of market research in advertising. (3)

OR

- Explain how social media advertising differs from traditional advertising methods. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Define advertising and its primary purpose in the business context. (5)
8. Describe how advertising contributes to brand recognition. (5)
9. Describe the role of advertising in influencing consumer behavior. (5)
10. Choose the most suitable marketing strategy for a niche product in a competitive market. (5)
11. Illustrate the difficulties and advantages of developing marketing personas for a product launch while taking into account demographic, psychographic, and behavioural factors. (5)
12. Analyze the factors that influence a consumer's decision to purchase a high-end luxury item. (5)

OR

Breakdown the stages of the consumer decision-making process, from problem recognition to post-purchase evaluation. (5)

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