



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Sc.(MSJ)-Hons-2023

Course Name – Introduction to Advertising

Course Code - BMJ30107

(Semester III)

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

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 primary objective of advertising in any medium.
 - a) To confuse consumers
 - b) To inform, persuade, and remind consumers
 - c) To manipulate markets
 - d) To entertain viewers
- (ii) Explain the role of frequency in broadcast media advertising.
 - a) Frequency refers to the number of different advertisements aired.
 - b) Frequency is irrelevant in broadcast advertising.
 - c) Frequency refers to the number of times an advertisement is aired.
 - d) Frequency indicates the cost of airing an advertisement.
- (iii) Identify how AAAI contributes to the standardization of advertising practices in India
 - a) AAAL creates all advertisements
 - b) AAAL provides guidelines to ensure ethical and standardized advertising.
 - c) AAAL focuses on international trade regulations.
 - d) AAAL monitors social media posts
- (iv) Identify the correct statement on social media as an advertising platform.
 - a) Social media has no disadvantages
 - b) Social media is only advantageous for large companies.
 - c) Social media allows for precise targeting but can lead to information overload.
 - d) Social media is ineffective for advertising
- (v) Identify the primary purpose of an advertising campaign?
 - a) To create brand awareness
 - b) To increase sales
 - c) To build customer loyalty
 - d) To achieve specific marketing objectives
- (vi) Identify, effective advertising can help a company to:
 - a) Expand its market reach
 - b) Decrease product quality
 - c) Reduce market share
 - d) Lower production costs
- (vii) What does a "headline" in an advertisement refer to?

- a) The main visual
b) The opening sentence
c) The brand name
d) A slogan
- (viii) In which of the following formats is copywriting more descriptive?
a) Digital ad
b) Billboard
c) Press release
d) Classified ad
- (ix) Choose the most appropriate media to convey a detailed product description in advertising.
a) Print ad
b) Radio spot
c) TV commercial
d) Instagram post
- (x) How would you differentiate a press release from a classified ad in terms of content?
a) Press release provides a formal announcement
b) Classified ad is short and concise
c) Both are intended to sell something
d) Both a and b
- (xi) What is the primary function of advertising in a marketing mix?
a) To inform customers
b) To increase brand awareness
c) To persuade buyers
d) All of these
- (xii) How does advertising help build long-term customer relationships?
a) Through repeated brand exposure
b) By creating emotional connections
c) By establishing trust over time
d) All of these
- (xiii) What does GRP stand for in media planning?
a) Gross Rating Point
b) General Reach Percentage
c) Group Rating Point
d) Great Reach Point
- (xiv) Which tool can be used to measure the effectiveness of an advertisement?
a) Focus groups
b) GRP
c) Both a and b
d) None of these
- (xv) Choose the most appropriate media to deliver a message aimed at reaching a tech-savvy audience.
a) Print media
b) Radio spots
c) Social media ads
d) Direct mail

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify different types of advertising appeals. (3)
3. Explain the concept of a Unique Selling Proposition (USP). (3)
4. How can digital advertising be used effectively for targeted marketing? (3)
5. Identify the stages of the creative process. (3)
6. Propose strategies for integrating traditional and digital media in advertising campaigns. (3)

OR

Design a simple visualization technique for a new product launch. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Design a comprehensive advertising campaign for a new eco-friendly brand targeting young urban consumers, incorporating both traditional and digital media. (5)
8. Evaluate the role of broadcasting media in shaping consumer behavior and how it compares with digital media in terms of effectiveness. (5)
9. Apply the AIDA model to create a campaign strategy for a high-involvement product. (5)
10. Explain the role of creative briefs in the advertising creative process. (5)
11. Define the concept of an advertorial and explain its purpose in advertising. (5)
12. Analyze the role of regulatory bodies like ASCI and AAAI in the advertising industry. (5)

Analyze the role of jingle and music in creating impactful broadcast advertisements. (5)

OR

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