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## BRAINWARE UNIVERSITY

**Term End Examination 2024-2025**

**Programme – M.Sc.(MSJ)-2024**

**Course Name – Advertising Design**

**Course Code - MSJ27302B (T)**

**( Semester II )**

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

**Full Marks : 40**

**Time : 2:0 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 10=10

1. *Choose the correct alternative from the following :*

- (i) Choose the primary purpose of advertising in a highly competitive market.
  - a) Improve public relations
  - b) Boost brand visibility
  - c) Reduce marketing expenses
  - d) Enhance employee engagement
- (ii) Choose the most important element in Ogilvy's layout formula.
  - a) Strong headline
  - b) Detailed body copy
  - c) Visual
  - d) Brand signature
- (iii) Apply the principle of emphasis in an advertisement layout. Which element should stand out most?
  - a) Background texture
  - b) Call-to-action
  - c) Footer text
  - d) Company address
- (iv) Select the most appropriate industry to use a Mondrian layout.
  - a) Legal services
  - b) High-fashion brand
  - c) Creative agencies
  - d) Academic research
- (v) Apply the Alphabet-Inspired layout to a visual advertisement. What is its defining feature?
  - a) Use of letters as design elements
  - b) Heavy use of images
  - c) A structured grid format
  - d) A split-panel storytelling format
- (vi) Apply the concept of white space in a Mondrian layout. How should it be used effectively?
  - a) Fill all gaps with text and images
  - b) Maintain balance between elements
  - c) Overlap text with images
  - d) Use only bold typography
- (vii) Agree or disagree: A well-designed logo should be simple, memorable, and timeless.
  - a) Agree
  - b) Disagree

- c) Somewhat agree d) No opinion
- (viii) Explain why images are crucial in digital advertisements.
- a) They attract attention and enhance storytelling b) They make ads expensive
- c) They replace the need for headlines d) They increase text content
- (ix) Conclusion: What should a copywriter avoid?
- a) Writing clear, engaging content b) Using unnecessary jargon
- c) Creating emotional appeal d) Adding a CTA
- (x) Infer why DAVP's role is crucial for government advertising.
- a) It ensures consistency and credibility in public campaigns b) It creates advertisements for private businesses
- c) It controls international advertisements d) It focuses on viral marketing

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Assess the key elements of effective advertising. (3)
3. Classify the different types of advertising agencies. (3)
4. Demonstrate how DAVP contributes to public awareness. (3)
5. Identify the difference between RGB and CMYK and explain where each is used. (3)
6. Assess the impact of advertising on consumer decision-making. (3)

**OR**

Conclude why advertising is essential for business growth. (3)

**Group-C**

(Long Answer Type Questions)

5 x 3=15

7. Imagine a scenario where AI-generated advertisements dominate the industry. What ethical concerns might arise? (5)
8. Apply the limitations of advertising to a real-world scenario. (5)
9. Explain the differences between print and television advertisements. (5)

**OR**

Support your argument on why different media are needed for an ad campaign. (5)

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