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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Sc.(AM)-Hons-2023/B.Sc.(AM)-Hons-2024/B.Sc.(AM)-Hons-2025
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) Select the proper definition of advertising
a) An informal way of communication
b) A paid form of non-personal communication
c) Personal sales pitches
d) Free promotions

(ii) Identify the following is not a purpose of advertising.
a) To inform
b) To mislead
c) To persuade
d) To remind

(iii) Identify the medium is traditionally associated with advertising.
a) Personal letters
b) Television
c) Legal documents
d) Office memos

(iv) Identify the following best describes informative advertising.
a) It aims to create awareness about a new product or service
b) It aims to discredit competitors
c) It uses emotional appeals to generate sales
d) It focuses on creating brand loyalty

(v) Identify one of the main benefits of advertising for businesses.
a) Reducing product prices
b) Creating mass communication with consumers
c) Making products obsolete
d) Limiting market competition

(vi) Identify the purpose of repetition component in advertising.
a) It lowers production costs
b) It helps reinforce the message in consumers minds
c) It decreases brand recall
d) It confuses competitors

(vii) Identify the term refers to the specific group of consumers targeted by an advertisement.
a) Public
b) Audience
c) General public
d) Society

(viii) Identify the following is an example of persuasive advertising.

a) Advertising a charity
b) A commercial urging you to switch to a competing brand
c) A news bulletin
d) Information on product recall

(ix) Recognize the element that is not part of an effective advertising campaign

a) Clear messaging
b) Targeted audience
c) Unreliable data
d) Strategic timing

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(x) Recognize a major role of advertising in the economy.

a) Creating monopoly
b) Stimulating demand
c) Discouraging consumer spending
d) Raising tax revenues

(xi) Identify the following is an example of reminder advertising.

a) A campaign showing the unique features of a new product
b) A television ad urging viewers not to forget a well-known brand
c) A detailed description of how a product is made
d) An ad comparing two competing products

(xii) Identify the following is a commonly used advertising medium.

a) Product packaging
b) Television commercials
c) Employee training manuals
d) Legal contracts

(xiii) Select the following is a disadvantage of advertising.

a) Increasing consumer awareness
b) Potential to mislead consumers
c) Building brand identity
d) Expanding market share

(xiv) Identify which of the following statements about the importance of advertising is true

a) Advertising plays no role in consumer decision-making
b) Advertising helps businesses reach a large audience
c) Advertising only works for large corporations
d) Advertising is not effective for creating brand loyalty

(xv) Identify the concept refers to the overall feeling and perception associated with a brand due to advertising.

a) Brand equity
b) Market saturation
c) Product differentiation
d) Sales promotion

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Explain the meaning of advertising and highlight its key features. (3)
3. Discuss the importance of advertising in the growth of a business. (3)
4. Explain how does advertising benefit consumers and the economy. (3)
5. Explain the role of advertising as a promotional tool in the marketing mix. (3)
6. Write the steps in the consumer decision-making process from problem recognition to post-purchase evaluation. (3)

OR

Summarize the key advantages of in-game advertising. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Write about the role of copywriting in campaign creativity. (5)
8. Define advertising and explain its importance in modern business. (5)
9. Describe the main objectives of advertising in the marketing process. (5)
10. State the various economic and social benefits of advertising. (5)
11. Discuss the role of advertising in the marketing mix. (5)
12. Illustrate the process of creative development in advertising. (5)

OR

Analyze the importance of a creative brief in campaign planning. (5)

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