BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Sc.(PSY)-Hons-2023/B.Sc.(PSY)-Hons-2024/B.Sc.(PSY)-Hons-2025
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 among that _____ play a central role in advertisement of psychology.
a) Attention and perception
b) Consumer's thought and emotional behaviour
c) Persuation
d) Consumer's decision-making

(ii) Report consumer's thoughts that may include.
a) Quality of product
b) Quauntity of product
c) Sustainability of product
d) All of these

(iii) Report the word "Advertisement" is derived from a Latin word.
a) adverter
b) advertere
c) adventer
d) None of these

(iv) Identify that Cinema therapy allows one to use the effect of plot, music, _____.
a) imagery
b) light
c) dress
d) All of these

(v) Identify among the following terms that mean 'depth camera move'.
a) Dolly
b) Boom
c) Truck
d) Pan

(vi) Interpret what Acceptance is NOT.
a) see reality without judgement
b) Approval
c) starting point to change
d) taking appropriate action

(vii) Interpret which emotional response advertisers often aim to trigger in viewers.
a) Boredom
b) Surprise
c) Neutrality
d) Ignorance

(viii) Describe how learning takes place according to behaviorist theory.
a) Conscious insight
b) Internal beliefs

c) Stimulus-response patterns d) Mental simulation

(ix) Explain the behaviorist method used to enhance product recall in advertising.

a) Intellectual debate b) Emotional critique
c) Reinforcement schedule d) Market simulation

(x) Applying the concept of "brand personality" involves?

a) Giving human traits to non-human brands b) Listing USPs
c) Highlighting warranty d) Showing HQ location

(xi) What does attitude change in advertising primarily involve?

a) Reducing company expenses b) Improving employee morale
c) Shifting consumer beliefs d) Adjusting factory output

(xii) How can you best interpret the effectiveness of cognitive dissonance in advertisements?

a) They cause confusion b) They encourage product rejection
c) They create discomfort that prompts action d) They reduce attention span

(xiii) Apply the concept of 'consumer imagery' in branding.

a) Use text-heavy ads b) Use product reviews
c) Create emotional visuals d) Promote only features

(xiv) Apply Freud's psychoanalytic theory to advertising.

a) Use logic b) Suppress desires
c) Evoke unconscious urges d) Avoid emotions

(xv) Apply cognitive dissonance in ad design.

a) Encourage regret b) Create harmony
c) Highlight contradictions then resolve d) Confuse viewer

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Compare value and trust. (3)
3. Describe how behaviorist principles like reinforcement are used in advertisements. (3)
4. Apply the concept of consumer motivation to a real-life ad. (3)
5. Apply Freud's id, ego, and superego in advertising. (3)
6. Compare emotional vs. rational appeals in consumer understanding. (3)

OR

Evaluate the role of attention in ad effectiveness. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Define what is psychology of advertisement with examples. (5)
8. Illustrate objective of Advertisement with examples. (5)
9. Discuss Attitude change with examples. (5)
10. Explain how consumer emotions interact with advertising messages. (5)
11. Construct a sample ad message that mitigates cultural bias in health awareness. (5)
12. Compare consumer value and consumer trust in terms of long-term brand engagement. (5)

OR

Analyze how perception and understanding shift based on ad design elements. (5)

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