

d) engagement, audiences, and responses.



BRAINWARE UNIVERSITY

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Term End Examination 2023 Programme – BBA-2019/BBA-2020 Course Name – Advertising and Brand Management Course Code - BBAD601M (Semester VI)

		(Semester VI)		
Full [7	Marks: 60 The figure in the margin indicate	ates full marks. Candidates are required to giv own words as far as practicable.]	Time: 2:30 Hours e their answers in their	
		Group-A	1 x 15=15	
1.	Choose the correct alternati	(Multiple Choice Type Question) ve from the following:	1 × 13-13	
(i)	identify the following:- The	first step in the advertising decision process is	S	
	a) Set the budget	b) Specify the objectives program	b) Specify the objectives of the advertising program	
(ii)	c) Identify the target audier identify the following:- For	nce d) Select the appeal making advertisements more effective, the m	d) Select the appeal sements more effective, the manufacturers	

should improve _____and launch new products. :b) advertisement style a) existing products d) sponsors c) marketing channel (iii) Identify who is a target audience? b) The group of people who buy products or a) The group of people who create services advertisements d) The group of people who provide feedback c) The group of people who work in the on products or services company (iv) Identify which of the following is one of the primary goals of reminder advertising. b) Build brand preference a) Maintain customer relationship d) Restore company image. c) Inform the market of a price change (v) Interpret the following:- AIDA stands for awareness, _____, desire and _____. b) intensity; appeal a) interest; action d) Involvement; appeal c) involvement; action (vi) Identify the following:- This is a hierarchy of effects used to explain how advertising works: b) BCG a) SWOT d) None of the above c) PESTLE (vii) Identify the following:- The marketing communications strategy of the marketing mix deals exclusively with: b) advertising audiences, and responses. a) engagement, audiences, and advertising.

c) advertising, publicity, and responses

7. Examine the functions of an Advertising agency.

8. Define Informative advertising in detail citing relevant examples.

9. Explain in detail the first stage of innovation-adoption model in advertising.

(viii) Identify the first step in the planning framework of promotional strategy?

(ix) Recall what the Corporate advertising should concentrate on:

(x) Relate the difference between brand identity and brand image:

b) Identifying the target audience

d) Choosing promotional channels

(5)

(5)

(5)

b) Organizational personality

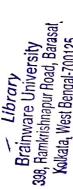
d) Product personality

a) Setting promotional goals

a) Recruitment

c) Brand personality

c) Creating promotional materials



10. Explain in detail the third stage in the AIDA model.		
11. Summarize your learnings on "Media Vehicle" in the context of advertising.12. Distinguish between cognitive and conative attitude.		
Summarize your learnings on "Cognitive learning" in the context of advertising.	(5)	

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