



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024  
Programme – B.Sc.(PSY)-Hons-2023  
Course Name – Psychology of Advertisement  
Course Code - BPY10001  
( Semester I )

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

Time : 2:30 Hours

Full Marks : 60

[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) Predict the core components of Daniel Goleman's model of Emotional Intelligence (EI).
- |  |                                  |
|--|----------------------------------|
| a) Intrapersonal & interpersonal skills. | b) Logical & analytical thinking |
| c) Physical fitness & Mental agility     | d) Creativity & innovation       |
- (ii) Which psychological concept is often examined in Cinematic Psychology studies?
- |                             |                                    |
|-----------------------------|------------------------------------|
| a) Newton's Law of Motion   | b) Maslow's Hierarchy of Needs     |
| c) Mendel's Law of Genetics | d) Einstein's Theory of relativity |
- (iii) Illustrate what are the three basics of cinematography? Lighting, composition, and \_\_\_\_\_.
- |            |                      |
|------------|----------------------|
| a) singing | b) dancing           |
| c) eating  | d) camera & movement |
- (iv) Identify the fastest growing medium of advertisement is
- |               |              |
|---------------|--------------|
| a) Television | b) Radio     |
| c) Internet   | d) Newspaper |
- (v) Explain the first stage in the stages of positive change model.
- |                     |                  |
|---------------------|------------------|
| a) Action           | b) Contemplation |
| c) Precontemplation | d) Maintenance   |
- (vi) Discover with reference to storytelling, which of the following statements is/are correct? I- It depends on the interest of the individual. II- It enhance the creativity of the person
- |                     |            |
|---------------------|------------|
| a) Both I & II      | b) Only II |
| c) Neither I nor II | d) Only I  |
- (vii) Select a symptom of Chronic Stress.
- |   |                                      |
|---|--------------------------------------|
| a) Short term increase in energy levels | b) Enhanced memory and concentration |
| c) Persistent fatigue and irritability  | d) Improved immune system function   |
- (viii) Identify a key element of effective self help strategies for positive change.
- |  |   |
|--|---|
| a) Relying solely on external motivation | b) Setting vague and unattainable goals |
|--|---|

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- c) Seeking professional help for every issue      d) Self awareness and self motivation
- (ix) Discover among the following is Not a typical symptom of anger.
  - a) Redness in the face      b) Feeling hot
  - c) Clenching fists      d) Seizures
- (x) Report the curious paradox is that when I accept myself just as I am, \_\_\_\_\_.
  - a) then I can change      b) then only I can't change
  - c) then I can think      d) then I can feel
- (xi) Select the appropriate, "Lydia finds herself greeting even her biggest blessings in life with the same troubling thought: What's the catch?" is an example of \_\_\_\_\_.
  - a) high self-confidence      b) high self-love
  - c) low self-confidence      d) low self-love
- (xii) What is not studied in Advertisement of Psychology?
  - a) Consumer's Thought      b) Consumer's Behaviour
  - c) Consumer's Emotion      d) Consumer's Character
- (xiii) Choose one is an odd item \_\_\_\_\_.
  - a) Self-confidence      b) Self respect
  - c) Self-esteem      d) Self-serving bias
- (xiv) Mill defines "utility" as
  - a) usefulness for some craft.      b) usefulness to society.
  - c) pleasure and the absence of pain.      d) the satisfaction of desire.
- (xv) According to Mill, something is desirable if and only if
  - a) it is useful for some other end.      b) it is pleasurable in itself.
  - c) it is pleasurable in itself or is a means to the promotion of pleasure and prevention of pain.      d) it promotes the interests of all and does not harm anyone.

**Group-B**  
(Short Answer Type Questions) 3 x 5=15

- 2. Describe advertisement psychology. (3)
- 3. Describe Cognitive approaches in advertisement. (3)
- 4. Summarize your understanding about influencing attitude. (3)
- 5. Chart Freud Psychoanalytical approach in Advertisement. (3)
- 6. Plan an Advertisement of your choice. (3)

OR

Develop an Advertisement on Cultural issues. (3)

**Group-C**  
(Long Answer Type Questions) 5 x 6=30

- 7. Write a review on the understanding consumer behavior. (5)
- 8. Discuss the Behaviorists' approaches in advertisement with examples. (5)
- 9. Prepare a motivation direction as force in advertisement with examples. (5)
- 10. Develop an Advertisement on Cultural issues with examples. (5)
- 11. Discuss Unconscious attitudes with examples. (5)
- 12. Analyze consumer behavior with examples. (5)

OR

Distinguish your behavior as a consumer with examples. (5)

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