



# BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Sc.(AM)-Hons-2023

Course Name – Design for Advertisement & Marketing Strategy

Course Code - BAM10001

( Semester I )

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

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) Identify the purpose of advertising.
- a) Persuade and enlighten consumers about any service or good available on the market  
b) Increase the cost of goods and services  
c) Decrease the demand for goods and services  
d) None of the above
- (ii) Identify the first step in creating an advertising message.
- a) Developing a strong call-to-action  
b) Identifying the key benefits and unique selling proposition  
c) Crafting a compelling headline  
d) Presenting supporting evidence and testimonials
- (iii) Choose the target audience.
- a) The specific group of people that the campaign is designed to reach and influence  
b) The general population of consumers  
c) The company's employees  
d) The company's shareholders
- (iv) Choose the USP from the following list:
- a) The specific benefit or advantage that sets a product or service apart from its competitors  
b) The price of a product or service  
c) The advertising budget for a campaign  
d) The target audience for a campaign
- (v) Choose the following answer from CTA:
- a) The specific action that the advertiser wants the target audience to take after seeing the ad  
b) The specific benefit or advantage that sets a product or service apart from its competitors  
c) The price of a product or service  
d) The target audience for a campaign
- (vi) Choose the creative brief.

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- a) A document that outlines the key elements of an advertising campaign, including the target audience, advertising objectives, USP, and CTA
- b) A document that outlines the budget and timeline for an advertising campaign
- c) All of the above
- d) None of the above
- (vii) Identify the AIDA model stands.
  - a) Attention, Interest, Desire, Action
  - b) Awareness, Interest, Desire, Action
  - c) Attention, Interest, Decision, Action
  - d) Awareness, Interest, Decision, Action
- (viii) Choose the CTA is a call to action.
  - a) To evaluate the campaign's effectiveness after it's launched.
  - b) To gather information about the target audience.
  - c) To decide the budget allocation for the campaign.
  - d) To create engaging advertisements.
- (ix) Identify the SMART criteria for setting advertising objectives stands for:
  - a) Specific, Measurable, Achievable, Relevant, Time-bound
  - b) Specific, Measurable, Attainable, Realistic, Time-bound
  - c) All of the above
  - d) None of the above
- (x) Choose the appropriate answer: Utilised in digital marketing are \_\_\_\_\_.
  - a) Electronic devices
  - b) Internet
  - c) Both A and B
  - d) None of the above
- (xi) Identify the correct answer for advertising.
  - a) Publicity
  - b) Sales promotion
  - c) Paid information
  - d) All of the above
- (xii) Identify the primary goal of advertising.
  - a) To create brand awareness
  - b) To generate interest
  - c) To persuade potential customers to buy a product or service
  - d) All of the above
- (xiii) Recognize the significance of advertising to businesses.
  - a) To achieve marketing and sales objectives
  - b) To create brand awareness
  - c) To generate interest
  - d) All of the above
- (xiv) Describe the essential components of advertising.
  - a) The message
  - b) The target audience
  - c) The medium
  - d) All of the above
- (xv) Identify the significance of comprehending the target market in advertising.
  - a) To tailor the message accordingly
  - b) To decrease brand awareness
  - c) To increase brand awareness
  - d) All of the above

**Group-B**

(Short Answer Type Questions)

3 x 5=15

- 2. Explain the key benefits of market research for advertising. (3)
- 3. Define the pre-campaign market research with some key points. (3)
- 4. Define the post-campaign efforts with some key points. (3)
- 5. Illustrate that advertising helps businesses achieve their marketing objectives within the marketing mix framework. (3)
- 6. Analyze the digital age. Businesses must adapt their advertising strategies to maintain a harmonious marketing mix. (3)

OR

Identify challenges advertisers might face when trying to align advertising efforts with other marketing mix elements. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Write about the television advertisement and its benefits. (5)
8. Define the elements of an effective ad campaign with some straightforward explanations. (5)
9. Describe copywriting communication and the most popular methods of communication. (5)
10. Explain visual communication and its key elements. (5)
11. Breakdown of knowing the way consumers behave. (5)
12. Explain the conceptualizing and its key details. (5)

OR

Explain the advertising campaigns and steps process: (5)

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