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Barasat, Kolkata

## BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA(DM)-2021

Course Name – Advertising and Brand Management in Digital Era

Course Code - BBADMC303

( Semester III )

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 the given options that advertisement through radio was very popular till the middle of last century because of:
- a) It's effectiveness  
b) More popular than newspaper  
c) Mass reach  
d) Cost of advertisement
- (ii) Identify which of the following can be applicable even if the product is heavily advertised, it does not mean that the demand or say consumption rates will.....
- a) Decrease  
b) Increase  
c) May increase or decrease sometimes  
d) None of the above
- (iii) Indicate among the following that for making advertisements more effective, the manufacturers improve .....and launch new products.
- a) Existing products  
b) Advertisement style  
c) Marketing channel  
d) Sponsors
- (iv) Discover among the following given options that companies need to continually change their advertising methods in order to keep innovating.
- a) Spiral  
b) Advertising  
c) Advertising Spiral  
d) None of the above
- (v) Discover which of the following advertising scheduling is also known as bursting.
- a) Flighting  
b) Pulsing  
c) Continuity  
d) None of the above
- (vi) Tell that Kellogg's cornflakes have variety of flavors with different ranges to offer for different age groups and now also for people who want to loose weight thus giving consumers different choices to select from will attract the following option given below:
- a) Effect on consumer demand and choices  
b) Effect on business cycle  
c) Deception in Advertising  
d) All of the above
- (vii) Name among the given options that if seller shows a false or deceptive image and an exaggerated image of the product in the advertisement, then the relation between the seller and buyers can't be healthy.

- a) Deception in Advertising  
c) Effect on Our Value System
- b) Subliminal Advertising  
d) All of the above
- (viii) Report that "Feeling" is related to which stage of the Hierarchy of effects model.  
a) Cognitive  
c) Behavioural  
b) Affective  
d) All of the above
- (ix) Illustrate the model in which the stages a buyer goes through when deciding whether to make a purchase.  
a) PLC Model  
c) Innovation Adoption Model  
b) AIDA Model  
d) All of the above
- (x) Explain that getting potential customer's attention so they are aware of brand comes under which part of AIDA Model:  
a) Attention  
c) Desire  
b) Interest  
d) Action
- (xi) Write which will explain that how advertising affects consumers' behavior and leads to transition from not knowing a product or brand to liking it and finally purchase it.  
a) Innovation Adoption theory  
c) AIDA theory  
b) Consumer decision-making process  
d) Hierarchy of Effects theory
- (xii) Choose among the following who was first to raise the Hierarchy of Effects theory.  
a) Lavidge  
c) Both a and b  
b) Steiner  
d) None of the above
- (xiii) Choose among the following when the Hierarchy of Effects theory was first published.  
a) 1990  
c) 1992  
b) 1961  
d) 1890
- (xiv) Infer the stage among the given options that stirring up a desire to buy from a marketer, rather than a competitor.  
a) Attention  
c) Desire  
b) Interest  
d) Action
- (xv) Review among the following that getting customers to interact directly with product or service and buy.  
a) Attention  
c) Desire  
b) Interest  
d) Action

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Explain about the Outdoor and Transit Advertising. (3)
3. Discover 'Salience' in terms of Advertising. (3)
4. Illustrate the concept in detail the Human Interest Copy along with the diagram. (3)
5. Define the concept of Hierarchy of Effects along with the diagram. (3)
6. Assess the steps involved while developing the digital brand image process. (3)

**OR**

- Distinguish between the Brand Image and the Brand Identity. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Describe how Starbucks positioned themselves in the minds of the consumers. (5)
8. Differentiate between Central and Peripheral Route to Persuasion. (5)
9. Discover in detail the economic role of advertising. (5)
10. Experiment Cognitive Learning in Advertisements with respect to VW: Beetle A5. (5)
11. Analyze the principles of design and layout. (5)
12. Assess what are the factors that influence while planning for a media. (5)

OR

Recommend the elements which are required for making the digital branding successful. (5)

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