



Library
Brainware University
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BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – BBA-2018
Course Name – Advertising and Brand Management
Course Code - BBA506M
(Semester V)

Full Marks : 70

Time : 3:0 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) Recognize the ethical considerations in advertising:

- | | |
|---|---|
| a) Ensuring that advertisements are not offensive or discriminatory | b) Providing consumers with accurate and truthful information |
| c) Protecting consumer privacy and personal information | d) All of the above |

(ii) Recognize the following:- _____ consists of short-term incentives to encourage the purchase or sale of a product or service.

- | | |
|--------------------------|-----------------------|
| a) A segmented promotion | b) Sales promotion |
| c) Advertising | d) A patronage reward |

(iii) Identify the following:- _____ define the task that advertising must do with a specific target audience during a specific period of time.

- | | |
|---------------------------|---------------------------|
| a) Advertising strategies | b) Message decisions |
| c) Advertising campaigns | d) Advertising objectives |

(iv) Identify which of the following is an example of a promotional channel?

- | | |
|---------------------------|-----------------------|
| a) Product design | b) Packaging |
| c) Television advertising | d) Production process |

(v) Interpret the 4Cs model. Which of the following is not a part of the 4Cs model?

- | | |
|------------------|----------------|
| a) Consumer | b) Cost |
| c) Communication | d) Competition |

(vi) Interpret the hierarchy of effect model. Which of the following is not a stage in the model?

- | | |
|--------------|--------------|
| a) Awareness | b) Interest |
| c) Desire | d) Execution |

(vii) Identify which of the following is NOT a commonly used promotional tool in marketing?

- | | |
|----------------|---------------------|
| a) Advertising | b) Personal selling |
| c) Packaging | d) Public relations |

- (viii) Select the type of advertisement that involves a celebrity endorsing a product:
- | | |
|--|------------------------------|
| a) informative advertisement | b) Comparative advertisement |
| c) Celebrity endorsement advertisement | d) Reminder advertisement |
- (ix) Recall the element of the marketing mix that involves creating and maintaining a positive image of the brand:
- | | |
|--------------|----------|
| a) Promotion | b) Price |
| c) Product | d) Place |
- (x) Choose the correct statement about brand positioning:
- | | |
|--|--|
| a) Brand positioning refers to the marketing activities used to create brand awareness | b) Brand positioning refers to the unique place a brand occupies in the mind of its target audience in comparison to competitors |
| c) Brand positioning is only relevant for large multinational companies | d) Brand positioning is a one-time activity and does not require ongoing maintenance |
- (xi) Relate the following situation in the context of advertising and choose the option that best reflects the circumstance. Which of these media is not used for advertisement?
- | | |
|---------------|--------------|
| a) Newspapers | b) Magazines |
| c) Billboards | d) Notebooks |
- (xii) Relate the following situation in the context of advertising and choose the option that best reflects the circumstance. Which of these contain no illustrations or logos?
- | | |
|------------------------------|-------------|
| a) TV | b) Magazine |
| c) Classified advertisements | d) Cinema |
- (xiii) Interpret the following:- Which of these media needs a script for an advertisement?
- | | |
|-----------------------------|------------------------------|
| a) Newspaper advertisements | b) Classified advertisements |
| c) Radio | d) Magazine |
- (xiv) Relate which of the following is not the element of political environment:
- | | |
|--------------------------------|--------------------------------|
| a) Constitution of the country | b) prevailing political system |
| c) popularity of e-banking | d) Level of political morality |
- (xv) Identify the stage of the AIDA model where the audience's attention is grabbed.
- | | |
|--------------|-----------|
| a) Interest | b) Desire |
| c) Attention | d) Action |

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss broadcast media advertisement with relevant examples. (3)
3. Describe reminder advertisement in detail. (3)
4. Describe negative advertisement in detail. (3)
5. Differentiate between broadcast media & non-broadcast media. (3)
6. Devise a advertisement plan for promoting fertilizers in West Bengal's rural villages. (3)

OR

- For unsought goods, it is better to use "fighting" as advertisement scheduling. Express your views on the above statement. (3)

Group-C

(Long Answer Type Questions)

5 x 8=40

7. Define Trade advertising in detail citing relevant examples. (5)
8. Explain in detail the fourth stage in the AIDA model. (5)
9. Illustrate the concept of cognitive stage in detail. (5)
10. Distinguish between cognitive and affective attitude. (5)

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11. Explain in detail the fifth stage of hierarchy of effect model. (5)
 12. Identify the key differences between pulsing & continuous advertisement scheduling. (5)
 13. Analyze in detail the various characteristics of the buyer that can have an impact on the buying process. (5)
 14. Analyze the role of "sender" in the marketing communication model. (5)

OR

Explain the key factors that that can impact the media planning. (5)
