



BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – BBA-2019/BBA-2020/BBA-2021
Course Name – Advertising and Brand Management
Course Code - BBAD601M
(Semester VI)

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 :
- Identify which one of the following best describes advertising.
 - non-personal presentation
 - presentation of products
 - paid information
 - all of the above
 - Identify which of the following is one of the primary goal of reminder advertising.
 - Maintain customer relationship
 - Build brand preference
 - Inform the market of a price change
 - Restore company image.
 - Recall the element of the marketing mix that involves creating and maintaining a positive image of the brand:
 - Promotion
 - Price
 - Product
 - Place
 - Recognize the social aspect of advertising:
 - Advertising helps to create brand loyalty among consumers
 - Advertising can have an impact on the values and attitudes of society
 - Advertising helps to promote healthy competition among businesses
 - Advertising helps to increase sales and revenue for businesses
 - Identify the economic aspect of advertising:
 - Advertising can increase sales and revenue for business
 - Advertising can create jobs in the advertising industry
 - Advertising can promote the use of environmentally friendly products
 - Advertising can promote social causes and initiatives
 - Identify the feature of advertisement that describes the placement of an ad in a particular medium to reach a specific audience:
 - Targeting
 - Timing
 - Creativity
 - Message
 - Interpret which one of the following is not a stage in the hierarchy of effect model.
 - Awareness
 - Interest

- c) Desire
 (viii) Identify which of the following is not a part of the 7 Ps.
 a) Process
 c) Population
 (ix) Interpret the following:- AIDA stands for awareness, _____, desire and _____.
 a) interest; action
 c) involvement; action
 (x) Identify the second step of the AIDA model.
 a) Action
 c) Desire
 (xi) Identify the primary objective of promotion.
 a) To create awareness
 c) To build relationships
 (xii) Identify which one of the following is an example of a promotional channel.
 a) Instagram
 c) WhatsApp
 (xiii) Interpret which of the following media needs a script for an advertisement.
 a) Newspaper advertisements
 c) Radio
 (xiv) Relate the following situation in the context of advertising and choose the option that best reflects the circumstance. _____ teams for many years relied a great deal on the income from tobacco advertising, reflected in the sponsorship liveries of the teams.
 a) 2010 Formula One season
 c) 2009 Formula One season
 (xv) Relate the following situation in the context of advertising and choose the option that best reflects the circumstance. A longer commercial that mixes entertainment along with information in a program like format is known as
 a) Advertorial
 c) Space feature
- d) Product
 b) Physical Evidence
 d) People
 b) intensity; appeal
 d) Involvement; appeal
 b) Attention
 d) Interest
 b) To increase sales
 d) To create loyalty
 b) Facebook
 d) All of the above
 b) Classified advertisements
 d) Magazine
 b) Michael Schumacher
 d) Formula.
 b) Informercial
 d) Classified

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss print-media advertisement with relevant examples. (3)
 3. Illustrate the concept of "Advertisement Exposure". (3)
 4. Examine the importance of the advertisement. (3)
 5. Examine the interconnection between advertising and price as a marketing mix. (3)
 6. Distinguish between Advertisement and Publicity. (3)

OR

Explain the concept of flighting in advertisement scheduling. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Examine the functions of an advertising agency. (5)
 8. Explain in detail the fourth stage in the AIDA model. (5)
 9. Summarize your learnings on "Media Vehicle" in the context of advertising. (5)
 10. Explain the concept of brand extension with suitable examples. (5)
 11. Differentiate advertising in a rural setting from advertising in an urban setting. (5)
 12. Explain the concept of regional advertising in detail citing relevant examples. (5)

OR

Explain in detail the fourth stage of innovation-adoption model in advertising. (5)