



45643

**BRAINWARE UNIVERSITY****Term End Examination 2025-2026****Programme – M.Sc.(MSJ)-2025****Course Name – Advertising Design****Course Code - MSJ27503 (T)****(Semester II)**

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

Full Marks : 40**Time : 2:0 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 10=10

1. Choose the correct alternative from the following :

- (i) Choose the primary purpose of advertising in a highly competitive market.
 - a) Improve public relations
 - b) Boost brand visibility
 - c) Reduce marketing expenses
 - d) Enhance employee engagement
- (ii) Identify the main function of advertising.
 - a) Increasing brand awareness and sales
 - b) Decreasing production costs
 - c) Reducing customer base
 - d) Eliminating competition
- (iii) Apply the Gutenberg Diagram to an advertisement with a call-to-action in the bottom-right corner. Where does the viewer's attention end?
 - a) Top-left
 - b) Top-right
 - c) Bottom-left
 - d) Bottom-right
- (iv) Evaluate the most important factor when designing a print ad.
 - a) Readability and layout
 - b) Excessive text
 - c) Random use of colors
 - d) Ignoring white space
- (v) Assume a company wants to launch a social media ad. What should the copy include?
 - a) A strong CTA and engaging text
 - b) Lengthy explanations
 - c) No CTA
 - d) Only statistics
- (vi) Demonstrate an example of a strong Call-to-Action (CTA).
 - a) "Buy Now for 20% Off!"
 - b) "This is a great product."
 - c) "Many people like this item."
 - d) "Click here for more information."
- (vii) Explain why copywriters should avoid jargon in advertisements.
 - a) Jargon can confuse and alienate the audience
 - b) Jargon makes ads more persuasive
 - c) Jargon improves ad recall
 - d) Jargon is necessary for all industries
- (viii) Extend the idea of effective advertising by including an emotional appeal. What is a good example?
 - a) Telling a personal success story
 - b) Listing only product features

- c) Using technical language
- d) Ignoring the audience's emotions
- (ix) Develop an understanding of the key purpose of the Advertising Standards Council of India (ASCI).
 - a) Regulating misleading and offensive ads
 - b) Controlling company profits
 - c) Deciding product pricing
 - d) Banning all advertisements
- (x) Build an advertising strategy that adheres to ASCI guidelines. What should be prioritized?
 - a) Truthful representation and social responsibility
 - b) Exaggeration of product benefits
 - c) Use of manipulative tactics
 - d) Hiding crucial disclaimers

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Apply the key elements of advertising in any promotional campaign. (3)
- 3. Choose the best type of copywriting for an online advertisement. (3)
- 4. Construct an advertising message that attracts customers. (3)
- 5. Evaluate the importance of an advertising campaign. (3)
- 6. Build a case for why ethical advertising is important for brand reputation. (3)

OR

Discuss the role of ASCI in maintaining advertising standards in India. (3)

Group-C

(Long Answer Type Questions)

5 x 3=15

- 7. Develop a strategy for choosing the right color scheme for a luxury brand advertisement. (5)
- 8. Compare copywriting strategies used in print and digital advertisements. (5)
- 9. Discuss the ethical challenges advertisers face in balancing creativity and truthfulness. (5)

OR

'Advertising laws in India protect consumers from deceptive practices'. Discuss. (5)

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