



BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Sc.(MSJ)-Hons-2024
Course Name – Introduction to Advertising
Course Code - BMJ47106 (T)
(Semester IV)

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) What is the acronym "ROI" in the context of advertising? Choose the correct option.
 - a) Return on Investment
 - b) Reach of Impact
 - c) Rate of Inflation
 - d) Return on Impressions
- (ii) Which advertising medium is known for its ability to reach a highly targeted audience based on demographics, interests, and behaviors? Choose the correct option.
 - a) Television
 - b) Radio
 - c) Print
 - d) Social media
- (iii) Select the free form of promotion from the following list.
 - a) Advertisement
 - b) Publicity
 - c) Personal Selling
 - d) Marketing
- (iv) Creating image of product in the minds of a target group is called? Choose from the following list.
 - a) Marketing
 - b) Positioning
 - c) Branding
 - d) Popularising
- (v) Identify the primary function of an advertising agency?
 - a) Creating products
 - b) Designing logos
 - c) Developing advertising campaigns
 - d) Conducting market research
- (vi) Choose which element of the marketing mix refers to the various methods and techniques used to communicate with and persuade customers to purchase a product or service?
 - a) Price
 - b) Place
 - c) Product
 - d) Promotion
- (vii) Classify the first step in developing an advertising program?
 - a) Set advertising objectives
 - b) Set the advertising budget
 - c) Evaluate advertising campaigns
 - d) Develop advertising strategy

- (viii) Categorize the type of advertising a product will often require in maturity stage.
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|------------------------------|----------------------------|
| a) Reminder advertising | b) Institution advertising |
| c) Institutional advertising | d) Informative advertising |
- (ix) "Save girl child" advertisement carries which appeal in it? Identify
- | | |
|---------------------|-----------------|
| a) Rational appeal | b) Youth appeal |
| c) Emotional appeal | d) Moral appeal |
- (x) The melody song of Nerolac "jab ghar ki raunak badani ho" - is known as Nerolac's _____. Select the correct option.
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| a) Copy | b) Jingle |
| c) Slogan | d) Headline |

Group-B

(Short Answer Type Questions)

3 x 5=15

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| 2. Discuss the ethical implications of product placement in advertising. | (3) |
| 3. Discuss the role of storytelling in advertising and its impact on consumer engagement. | (3) |
| 4. How does celebrity endorsement impact brand perception and consumer behavior? | (3) |
| 5. What is the AIDA model in advertising? | (3) |
| 6. Analyse the impact of cultural diversity on advertising strategies. | (3) |

OR

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| Discuss the role of shock advertising in creating awareness. | (3) |
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Group-C

(Long Answer Type Questions)

5 x 3=15

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| 7. Assess the credibility of Public Relations (PR) compared to traditional Advertising. | (5) |
| 8. Discuss the significance of mediums of advertising in reaching target audiences. | (5) |
| 9. Investigate the use of storytelling in advertising campaigns and its impact on consumer engagement and brand loyalty. | (5) |

OR

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| Evaluate the role of visual elements in advertising design. How do typography, color schemes, and imagery contribute to conveying brand identity and message clarity in print and digital advertisements? | (5) |
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