



BRAINWARE UNIVERSITY

Term End Examination 2023-2024 Programme - B.Sc.(MSJ)-Hons-2022 Course Name – Introduction to Advertising and Designing Course Code - BMSJC401 (Semester IV)

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 Choose the correct alternative from the following: (i) Select the year ASCI was formed. a) 1975 b) 1985 c) 1995 d) 2005 (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) Classify the department within an advertising agency which is responsible for creating visual elements and layouts for advertisements. a) Account management b) Creative department c) Media planning d) Research and analytics (vii) Chart out the function of an advertising agency that involves determining the most effective channels for reaching the target audience? a) Account management keigendance gramme b) Media planning and buying manage and gu c) Creative development

of village d) Market research through a sagnificant general

(viii) Which function of an advertising agency invol secure the best rates and placements for adverting the secure the best rates and placements for adverting the secure the best rates and placements for adverting the secure the secure the secure the secure the secure that the secure the secure that t		
a) Creative development	b) Account management	
c) Media planning and buying	d) Market research	
(ix) Identify the aspect of advertising which contri large audience.		
a) Selective attention	b) Personalization	
c) Mass communication	d) Limited reach	
(x) The scope of advertising extends to:		
a) Print media only	b) Digital media only	
c) Traditional and digital media	d) Word-of-mouth communication only	
(xi) What is the difference between advertising an	d publicity? Classify.	
 a) Advertising is a paid form of 	b)	
communication, whereas publicity is unpaid.	Both are unpaid	
c) None of them is unpaid	d) All of the above	
(xii) What role does advertising play as a communi	cation tool? Identify.	
 a) Advertising helps convey messages to target audiences. 	b) It never conveys	
c) It always Conveys to known audiences	d) None of the above	
(xiii) Interpret which term refers to the strategic pro influencing how a brand is perceived by stakeh	ocess of managing, controlling, and	
a) Brand positioning	b) Brand equity	
c) Brand management	d) Brand extension	
(xiv) A key principle of radio ad copy is	.Interpret.	
a) to create picture in listener's mind	b) to convey the message	
c) to create a gloomy side of the brand(xv) Identify the overall objective of advertising?	d) none of them	
a) To build customer relationshipc) To build personal relationship	b) To build public relationship d) To build media relationship	
	D	
Grou (Short Answer T		2 5 45
(Siloit Aliswel I	ype Questions)	3 x 5=15
2. Explain the concept of native advertising.		
3. What criteria should businesses consider when selecting an advertising agency?		(3)
4. Explain the role of advertising agencies in developing and executing advertising campaigns.		(3)
5. Describe the role of advertising agencies in media planning.		
6. Analyse the impact of cultural diversity on adverti		(3)
O	<u> </u>	(3)
Discuss the ethical implications of product placem		(2)
	erre in daver damg.	(3)
Grou	in C	
(Long Answer Ty		
(Long Allower 1)	pe Questions)	5 x 6=30
7. Discuss the legal aspects and ethical issues related	ed to advertising in India.	(5)
8. Explain the concept of creativity in advertising campaigns.		(5)
9. How has the rise of digital media impacted advertising strategies?		(5)
10. Discuss the role of slogans and taglines in advertising. How do effective slogans and		(5)
taglines enhance brand recognition and recall an	nong consumers?	(5)
11. Discuss the impact of cultural diversity and inclused do diverse and inclusive advertising campaigns the	sivity in advertising representation. How	(5)

ethnicities, cultures, genders, and identities resonate with diverse audiences, promote social cohesion, and enhance brand relevance and authenticity?

12. Analyze the impact of emerging technologies, such as augmented reality (AR) and virtual reality (VR), on advertising creativity and consumer engagement. How do immersive experiences and interactive storytelling enhance brand experiences and influence consumer perceptions and behaviors?

OR

Investigate the use of storytelling in advertising campaigns and its impact on consumer engagement and brand loyalty.

(5)