



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

1. 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
 - b) Media planning and buying
 - c) Creative development
 - d) Market research

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? (5)

OR

Investigate the use of storytelling in advertising campaigns and its impact on consumer engagement and brand loyalty. (5)
