

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2024
(Second Semester)**

Branch : **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

ADVERTISING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which theory says consumers respond to being aware, understanding, convinced, and taking action? a) Happy Theory b) AIDA Theory c) Confused Theory d) Angry Theory	K1	CO1
	2	What does "local to global" mean in advertising? a) Only advertising in one neighborhood b) Expanding advertising reach worldwide c) Advertising only in rural areas d) Ignoring international markets	K2	CO1
2	3	Which of the following is a psychological factor influencing consumer behavior? a) Demographics b) Social status c) Economic conditions d) Geographic location	K1	CO2
	4	Branding primarily aims to: a) Increase production costs b) Differentiate products from competitors c) Decrease consumer loyalty d) Limit consumer choices	K2	CO2
3	5	In media planning, what does the term "media budget" refer to? a) The total cost of advertising b) The allocation of funds to different media channels c) Salary of media planners d) Budget for advertising research	K1	CO3
	6	When selecting media for advertising, what should advertisers consider? a) Creative concepts b) Consumer demographics c) Media budget d) Advertising research costs	K2	CO3
4	7	Mobile advertising primarily targets audiences through which device? a) Television b) Radio c) Laptop d) Smartphone	K1	CO4
	8	What distinguishes mobile advertising from traditional forms of advertising? a) Static content b) Limited reach c) Location-based targeting d) Offline engagement opportunities	K2	CO4
5	9	What does "ASCI" stand for: a) Advertising Society Council of India b) Advertising Standards Council of India c) Ad Society Committee in India d) Advertising Station Council of India	K1	CO5
	10	Why is it important to regulate advertising? a) To make ads more fun b) To protect consumers from false claims c) To give advertisers more freedom d) To confuse consumers	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Evaluate the advantages and disadvantages of global advertising compared to local advertising.	K1	CO1
		(OR)		
	11.b.	Discuss how advertising contributes to building brand awareness and influencing consumer behavior.		
2	12.a.	Analyze the role of target audience identification in advertising planning.	K2	CO2
		(OR)		
	12.b.	Explore the creative process and execution in advertising.		
3	13.a.	Discuss the importance of pre-testing and post-testing in assessing the effectiveness of advertising campaigns.	K2	CO3
		(OR)		
	13.b.	Describe the functions of media buying in advertising.		
4	14.a.	Explain the roles of different departments within an advertising agency.	K1	CO4
		(OR)		
	14.b.	Explore the importance of writing and visualizing for digital interactive media in advertising.		
5	15.a.	Discuss the types of products and services typically banned from advertising and the reasons behind such restrictions.	K1	CO5
		(OR)		
	15.b.	Discuss the concept of surrogate advertising and its implications for consumers.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss how cultural differences influence advertising message, tone, and content.	K2	CO1
2	17	Examine the structure and components of an advertising campaign.	K2	CO2
3	18	Discuss the process of developing media objectives in advertising planning.	K1	CO3
4	19	Provide recommendations for advertising agencies to stay relevant and successful in the evolving media landscape.	K2	CO4
5	20	Analyze the effectiveness of self-regulatory mechanisms in addressing ethical concerns and maintaining consumer trust in advertising.	K2	CO5

Z-Z-Z

END