

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

**BSc DEGREE EXAMINATION MAY 2025
(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	Choose the option which is NOT a type of advertising (a) Print Advertising (b) Political Advertising (c) Social Media Advertising (d) Product Advertising	K1	CO1
	2	Expand the term DAGMAR (a) Defining Advertising Goals for Measured Advertising Results (b) Describing Advertising Goals for Measuring Advertising Results (c) Describing Advertising Goals for Measuring Advertising Response (d) Defining Advertising Goals for Measured Advertising Results	K2	CO1
2	3	Choose the option which NOT a type of Appeal (a) Sex appeal (b) Humorous appeal (c) Adventurous appeal (d) Classical Appeal	K1	CO2
	4	Which advertisement copy exploits the sense of humor of the people? (a) Humorous copy (b) Adventurous copy (c) Descriptive copy (d) Direct Response copy	K2	CO2
3	5	A marketing strategy that uses short-term campaigns to increase sales of a product or service. (a) Guerrilla advertising (b) Affiliate Marketing (c) Product Placement (d) Sales Promotion	K1	CO3
	6	Choose the reason why post testing of advertising is required? (a) Helps in measuring the impact and outcomes of ads (b) Helps measure the impact of your script (c) Helps measure the impact of sales (d) Helps measure the impact of production	K2	CO3
4	7	Choose the one which is NOT a P of marketing (a) Price (b) Place (c) Promotion (d) Phase	K1	CO4
	8	Choose the full service Advertising agency from the following (a) Creative Boutique (b) Support agency (c) Digital Agency (d) Ad Film agency	K2	CO4
5	9	A form of advertising which is used to promote products which are banned or limited from advertising under government regulations, such as cigarettes and alcohol via advertising another product produced by the same company in order to raise brand awareness is known as (a) Brand Advertising (b) Surrogate Advertising (c) Hoax Advertising (d) Institutional Advertising	K1	CO5
	10	Expand the term ASCI (a) Advertising Standards council of India (b) Advertisement Standards council of India (c) Advertising Standards Commission of India (d) Advertising Standards Committee of India	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.	Outline the different types of advertisements with suitable examples.	K2	CO1
	(OR)			
	11.b.	Summarise on the history of advertising in India.		
2	12.a.	Discuss the strategies of Brand Positioning.	K3	CO2
	(OR)			
	12.b.	Identify the elements of successful creative pitch in advertising?		
3	13.a.	Identify the factors to be considered in media planning.	K3	CO3
	(OR)			
	13.b.	Write about the post testing methods of advertising campaigns.		
4	14.a.	Examine the functions of advertising agencies.	K4	CO4
	(OR)			
	14.b.	Analyse media scheduling strategies for advertising.		
5	15.a.	Explain the role of advertising and its impact upon society.	K5	CO5
	(OR)			
	15.b.	Are surrogate advertisements leading to an unhealthy lifestyle? Justify the statement.		

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 the scope of advertisements in the digital era.	K4	CO1
2	17	Explain different types of advertisement appeals with suitable examples.	K4	CO2
3	18	Is Media Mix significant for an advertisement campaign? Discuss.	K5	CO3
4	19	Determine the need of Social media marketing.	K5	CO4
5	20	Elaborate the role of ASCI in monitoring and regulating advertisements.	K6	CO5

Z-Z-Z

END