

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2025
(First Semester)

Branch: VISUAL COMMUNICATION(ELECTRONICS MEDIA)

ADVERTISING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

$(10 \times 1 = 10)$

Module No.	Question No.	Question	K Level	CO
1	1	Define Advertising a) A free form of publicity b) A paid form of non-personal communication to promote products or services c) A personal conversation between buyer and seller d) A type of social media marketing	K1	CO1
	2	AIDA' model in advertising stands for: a) Attention, Interest, Desire, Action b) Awareness, Intention, Decision, Appeal c) Attention, Information, Decision, Action d) Attraction, Interest, Decision, Agreement	K2	CO1
2	3	An element of advertising focuses on emotional, rational, or moral persuasion a) Tone b) Appeal c) Content d) Layout	K1	CO2
	4	A major advantage of advertising _____ a) It is free of cost b) It builds brand awareness and attracts new customers c) It guarantees immediate sales d) It eliminates the need for marketing research	K2	CO2
3	5	First stage in the consumer buying process a) Information search b) Need recognition c) Purchase decision d) post-purchase behavior	K1	CO3
	6	_____ helps in building a strong brand identity. a) Random promotions b) Consistent brand messaging c) Irregular logo use d) Frequent rebranding	K2	CO3
4	7	Augmented Reality (AR) and Virtual Reality (VR) are mainly used to: a) Replace traditional advertising media b) Create immersive and interactive brand experiences c) Increase printing costs for outdoor ads d) Simplify copywriting tasks	K1	CO4
	8	A psychological factor influencing consumer behavior? a) Income b) Culture c) Motivation d) Family	K2	CO4
5	9	The act of creating a distinct image of a product in the consumer's mind a) Branding b) Positioning c) Advertising d) Selling	K1	CO5
	10	Goal of green marketing a) Promote luxury products b) Promote eco-friendly products and sustainability c) Increase entertainment value in ads d) Reduce production costs	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Differentiate between the 'Tone' and 'Content' of an advertisement with a suitable example for each. (OR)	K2	CO1
	11.b.	Discuss any two early forms of public display advertising.		
2	12.a.	A print advertisement for a new sports shoe shows a person effortlessly running up a mountain trail at sunrise. The headline reads, "Find Your Summit." Based on the AIDA model. Explain the different stages of the consumer buying process. (OR)	K3	CO2
	12.b.	Your client has a very limited budget. Analyze how this constraint would impact your process for selecting media. What type of channels might you prioritize and why?		
3	13.a.	For a new music festival using digital interactive media develop a plan for using influencer marketing and explain why they would be effective. (OR)	K3	CO2
	13.b.	Develop a simple plan for using influencer marketing. Name the type of influencer you would choose.		
4	14.a.	Why is it important for creation and client relationship departments to work closely together? (OR)	K4	CO3
	14.b.	How can Augmented Reality [AI] help a brand personalize the ads you see on your phone?		
5	15.a.	Advertisements should not be "indecent or offensive." Justify the principle and importance in a diverse country like India. (OR)	K5	CO4
	15.b.	Verify the statement on how consumers become more media-literate to protect themselves from deceptive advertising in the digital age?		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Describe the DAGMAR model. How does it help in setting advertising objectives?	K1	CO1
2	17	Explain the characteristics of media by providing a plan for an ad campaign for a new online learning application.	K2	CO2
3	18	Analyze how the nature of mobile devices creates unique opportunities for advertisers that TV cannot offer.	K3	CO3
4	19	Discuss the role of a traditional 'copywriter' and his potential to specialize in writing for digital interactive media?	K4	CO4
5	20	Argue why pricing strategy, can damage the brand's reputation in the long run, from an ethical standpoint.	K5	CO5