

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

**BSc DEGREE EXAMINATION MAY 2026**  
(First 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            | Media Planning is a _____<br>a) The process of selecting and scheduling advertising media<br>b) The process of designing a logo for a brand<br>c) The method of editing video advertisements<br>d) The process of writing ad copy for social media | K1      | CO1 |
|            | 2            | STARCH model was proposed by<br>a) Abraham Maslow      b) E. K. Strong<br>c) Daniel Starch        d) Philip Kotler                                                                                                                                 | K2      | CO1 |
| 2          | 3            | NOT a type of advertising agency<br>a) Full-service agency      b) Creative boutique<br>c) Media buying agency    d) Financial audit agency                                                                                                        | K1      | CO2 |
|            | 4            | DAGMAR model deals with:<br>a) Setting measurable advertising objectives<br>b) Creating humorous advertisements<br>c) Managing advertising budgets<br>d) Selecting media channels                                                                  | K2      | CO2 |
| 3          | 5            | In an advertising campaign, art and copy primarily refer to:<br>a) Media planning and budgeting<br>b) Visual design and written message<br>c) Sales and distribution<br>d) Product pricing and packaging                                           | K1      | CO1 |
|            | 6            | In advertising, "Post-testing" of a campaign is<br>a) Estimate the total cost of media buying<br>b) Measure the effectiveness of the advertisement<br>c) Decide which media platform to use<br>d) Determine the creative strategy of the campaign  | K2      | CO2 |
| 4          | 7            | Advertising uses online personalities to promote brands<br>a) Print              b) Influencer<br>c) Outdoor        d) Transit                                                                                                                     | K1      | CO1 |
|            | 8            | Technology that creates immersive 3D brand experiences using simulated environments<br>a) Artificial Intelligence<br>b) Augmented Reality<br>c) Virtual Reality<br>d) Search Engine Optimization                                                   | K2      | CO2 |
| 5          | 9            | Organization regulates ethical standards in advertising in India.<br>a) TRAI            b) ASCI<br>c) NITI             d) NAB                                                                                                                      | K1      | CO1 |
|            | 10           | Advertising a banned product under the guise of another brand name is called _____<br>a) Surrogate advertising<br>b) Misleading pricing<br>c) Ethical advertising<br>d) Green marketing                                                            | K2      | CO2 |

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.        | Explain the significance of advertising in building brand identity and consumer trust.                      | K2      | CO1 |
|            |              | (OR)                                                                                                        |         |     |
|            | 11.b.        | Describe the key components of the STARCH model and discuss its advertising effectiveness.                  |         |     |
| 2          | 12.a.        | Describe the creative process in advertising campaign planning with an example from print or digital media. | K3      | CO2 |
|            |              | (OR)                                                                                                        |         |     |
|            | 12.b.        | Explain how consumer decision-making varies for high-involvement and low-involvement products.              |         |     |
| 3          | 13.a.        | Explain the key characteristics of Indian media that make it diverse and unique.                            | K3      | CO2 |
|            |              | (OR)                                                                                                        |         |     |
|            | 13.b.        | Discuss the steps involved in developing a media budget for an advertising campaign.                        |         |     |
| 4          | 14.a.        | Explain the creative process of writing and visualizing for social media advertising.                       | K4      | CO3 |
|            |              | (OR)                                                                                                        |         |     |
|            | 14.b.        | Describe the different types of advertising agencies and their specialized roles.                           |         |     |
| 5          | 15.a.        | Describe the issues of misleading advertising with suitable examples.                                       | K5      | CO4 |
|            |              | (OR)                                                                                                        |         |     |
|            | 15.b.        | Discuss how advertising ethics influence brand reputation and consumer trust in India.                      |         |     |

**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           | Compare and contrast the AIDA and DAGMAR models of advertising with examples from real campaigns.                                         | K1      | CO1 |
| 2          | 17           | Discuss the relationship between advertising and consumer behavior. How does advertising influence consumer decision-making?              | K2      | CO2 |
| 3          | 18           | Discuss the role of media planning and media selection in ensuring the effectiveness of an advertising campaign.                          | K3      | CO3 |
| 4          | 19           | Examine the future of advertising agencies in the context of AI-driven tools, automation, and immersive technologies.                     | K4      | CO4 |
| 5          | 20           | Examine how green and responsible advertising initiatives can shape a more ethical and socially conscious advertising ecosystem in India. | K5      | CO5 |