

ADVERTISING & MARKETING

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 of the following best defines advertising? a) A direct personal communication to customers b) A paid form of non-personal communication about products, services, or ideas c) A free form of public relations d) A one-time promotional event	K1	CO1
	2	Which model explains how advertising influences consumer behavior through stages like awareness, interest, desire, and action? a) Hierarchy of Needs Model b) Stimulus-Response Model c) AIDA Model d) Social Learning Theory	K2	CO2
2	3	Which type of advertising focuses on promoting the company's image rather than a specific product? a) Comparative Advertising b) Corporate Advertising c) Retail Advertising d) Public Service Advertising	K1	CO3
	4	What is the primary role of an advertising agency? a) Manufacturing products for clients b) Conducting market research and creating advertising campaigns c) Selling newspapers and magazines d) Regulating advertising standards	K2	CO2
3	5	Which regulatory body in India ensures ethical advertising practices? a) ABC (Audit Bureau of Circulation) b) INS (Indian Newspaper Society) c) ASCI (Advertising Standards Council of India) d) AAI (Advertising Agencies Association of India)	K1	CO4
	6	Which of the following is an example of online advertising? a) Newspaper advertisements b) Billboards c) Social media ads d) Radio jingles	K2	CO3
4	7	Which of these is an essential component of a television advertisement? a) Tune and Lyrics b) Storyboard and Concept c) Budget Report d) Sales Forecast	K1	CO3
	8	What is the purpose of media planning in advertising? a) To determine the best medium to reach the target audience b) To create the content of advertisements c) To design the company logo d) To set business goals	K2	CO3
5	9	Which of the following best describes 'Brand Personality'? a) The physical structure of the brand logo b) The emotional and human characteristics associated with a brand c) The pricing strategy of the brand d) The technical specifications of a product	K1	CO3
	10	What is the final stage in measuring advertising effectiveness? a) Pre-launch evaluation b) Launch planning c) Post-launch analysis d) Budgeting	K2	CO5

Cont...

Module No.	Question No.	Question	K Level	CO
1	11.a.	Apply the AIDA (Attention, Interest, Desire, Action) model to a successful marketing campaign and analyze its effectiveness.	K3	CO1
	(OR)			
	11.b.	Apply the concept of Integrated Marketing Communication (IMC) in a product launch and suggest a multi-channel strategy.		
2	12.a.	Relate the 4Ps of marketing (Product, Price, Place, Promotion) to a successful brand and analyze its marketing mix.	K2	CO2
	(OR)			
	12.b.	Apply consumer segmentation techniques to develop a marketing strategy for a new brand.		
3	13.a.	Apply the concept of brand positioning to two competing brands and analyze their differentiation strategies.	K3	CO3
	(OR)			
	13.b.	Assess the impact of digital marketing on traditional marketing strategies.		
4	14.a.	Examine the role of emotional branding in consumer loyalty with examples.	K4	CO4
	(OR)			
	14.b.	Analyze the effectiveness of celebrity endorsements in advertising and marketing.		
5	15.a.	Explain the effectiveness of cause-related marketing in building brand trust.	K5	CO5
	(OR)			
	15.b.	Evaluate the impact of social media influencers on brand engagement and conversions.		

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	Analyze the role of advertising as persuasive communication and its impact on consumer decision-making.	K4	CO1
2	17	Illustrate the significance of the advertiser-agency-media relationship in the success of an advertising campaign.	K2	CO2
3	18	Critically examine the role of social media marketing in modern advertising and its influence on brand engagement.	K4	CO3
4	19	Discuss the importance of media planning and strategy in achieving effective advertising outcomes.	K5	CO4
5	20	Determine the impact of advertising ethics on consumer trust and brand reputation.	K5	CO5