PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 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

 $(10 \times 1 = 10)$

ALE questions carry EQUAL marks									
Module No.	Question No.	Question	K Level	CO					
1	1	Which of the following is not an element of advertising a. Message b. Medium c. Receiver d. Feedback.	K1	CO1					
	2	According to the DAGMAR model, which stage should advertising primarily focus on a. Attention b. Interest c. Desire d. Action	K2	CO1					
	3	Which stage of the creative process involves the actual design and copywriting for advertisements? a. Ideation b. Execution c. Conceptualization d. Evaluation	K 1	CO2					
2	4	What is the first stage in the consumer buying process? a. Post-purchase evaluation b. Purchase decision c. Information search d. Need recognition	K2	CO2					
3	5	Which stage of advertising research involves assessing consumer reactions to proposed advertisements before their launch? a. Pre-testing b. Post-testing c. Media planning d. Media selection	K1	CO3					
	6	What is the first step in developing media objectives for advertising planning? a. Media buying b. Pre-testing c. Media characteristics assessment d. Gathering information	K2	CO3					
4	7	Which of the following is a function of advertising agencies? a. Product manufacturing b. Financial auditing c. Client servicing d. Human resources management	K1	CO4					
	8	What is the primary role of an advertising agency? a. Marketing research b. Media buying c. Creative development d. Retail sales	K2	CO4					
5	9	What types of products or services are typically banned from advertising? a. Healthy foods c. Tobacco products b. Educational courses d. Household appliances	K1	CO5					
	10	Advertising to children raises concerns primarily related to: a. Brand loyalty b. Consumer rights c. Parental consent d. Educational content	K2	CO5					
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SECTION - B (35 Marks) Answer ALL questions

ALL questions carry EQUAL Marks $(5 \times 7 = 35)$

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Module No.	Question No.	Question	K Level	СО			
	11.a.	Explain the significance of advertising in modern communication					
1	(OR)			COI			
	11.b.	Describe the key elements of an effective advertising campaign.					
2	12.a.	Evaluate the importance of understanding the target audience's needs and preferences in developing successful advertising campaigns.					
2		(OR)	K2	CO2			
	12.b.	Describe the key steps involved in developing an advertising campaign, from ideation to evaluation.					
	13.a.	Explain the importance of media planning in advertising campaigns					
3	(OR)			CO3			
=	13.b.	Explain the role of media buying in optimizing advertising budgets and reaching target audiences effectively.	K1	CO3			
	14.a.	Discuss the structure and functions of advertising agencies.					
4	(OR)						
	14.b.	Discuss the advantages and limitations of mobile advertising compared to traditional forms of advertising.	K1	CO4			
	15.a.	Evaluate the need for stronger regulatory frameworks and enforcement mechanisms to ensure ethical advertising practices.	4				
5	(OR)			CO5			
	15.b.	Critically analyze the effectiveness of self-regulation in the advertising industry, with a focus on the role of the Advertising Standards Council of India (ASCI).					

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	со
1	16	Critically analyze the AIDA Model and its application in contemporary advertising.	K1	CO1
2	17	Analyze how advertisers strategically choose appeals based on target audience characteristics and desired outcomes. Support your discussion with relevant case studies.		CO2
3	18	Evaluate how advertising research can be used to refine media strategies and enhance overall campaign performance.	K1	CO3
4	19	Discuss how social media platforms have changed the dynamics of advertising.	K2	CO4
5	20	Define surrogate advertising and discuss its prevalence in promoting banned or restricted products like alcohol and tobacco.	K2	CO5