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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: ENG1009

**Course Name**: Reading Advertisement

**Program & Sem**: BAV & III

**Date**: 09/ August / 2024

**Time**: 1:00pm – 4:00pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define sensory memory as per the Atkinson-Shiffrin model (C.O.No.1) [Remember]

2. List three key ways in which digital advertising has changed from traditional advertising. (C.O.No.2) [Remember]

3. Describe what is meant by aural communication in advertising (C.O.No.3) [Remember]

4. State the concept of multiliteracy. (C.O.No.4) [Remember]

5. Identify one benefit of multiculturalism in advertising. (C.O.No.4) [Remember]

6. Identify the two subtypes of explicit memory. (C.O.No.1) [Remember]

7. Recall the principle of reciprocity in advertising. (C.O.No.2) [Remember]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Explain how the Atkinson-Shiffrin model describes the process of memory storage. (C.O.No.1) [Comprehension]

9. Describe the impact of digital advertising on consumer behavior. (C.O.No.2) [Comprehension]

10. Explain the role of spatial aspects in an advertisement. (C.O.No.3) [Comprehension]

11. Discuss the significance of mobile advertising in today's marketing strategies. (C.O.No.3) [Comprehension]

12. Explain how multiliteracy enhances advertising effectiveness. (C.O.No.4) [Comprehension]

13. Discuss the benefits of incorporating multiculturalism in advertising. (C.O.No.4) [Comprehension]

14. Illustrate how the principle of social validation works in advertising. (C.O.No.1) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Use the spatial aspects of communication to create an impactful advertisement layout. (C.O.No.3) [Application]

16. Apply the concept of multiliteracy to design a campaign for a global brand. (C.O.No.1-5) [Application]

17. Demonstrate how the principle of authority can be used in a digital advertising campaign. (C.O.No.2) [Application]