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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 10 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOMS | **Program:** BA(JMC) |
| **Course Code:** BAJ2009 | **Course Name:** ADVERTISING & COPYWRITING |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **22** | **48** | **20** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** |
| **1** | What is DAGMAR model? | **2 Marks** | **L1** | **CO1** |
| **2** | Explain Maslow’s Hierarchy of Needs | **2 Marks** | **L1** | **CO1** |
| **3** | What communication theories are commonly used in Indian advertising? | **2 Marks** | **L1** | **CO1** |
| **4** | List the different types of advertising prevalent in India. | **2 Marks** | **L1** | **CO1** |
| **5** | What new trends are emerging in Indian advertising? | **2 Marks** | **L1** | **CO1** |
| **6** | How do advertisers select appropriate media for their campaigns? | **2 Marks** | **L2** | **CO2** |
| **7** | Why is truthfulness important in advertising? | **2 Marks** | **L2** | **CO3** |
| **8** | Give an example of an ad that respects cultural sensitivities | **2 Marks** | **L2** | **CO3** |
| **9** | What types of blogs exist? Give example for each | **2 Marks** | **L1** | **CO3** |
| **10** | What are the guiding principles of editing in advertising? | **2 Marks** | **L1** | **CO3** |

**Part B**

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| **Answer the Questions Total 80 Marks.** |
| **11.** | **a.** | Explain the factors that should be considered in media planning and scheduling? How does effective scheduling enhance the impact of advertisements? | **20 Marks** | **L3** | **CO2** |
| **or** |
| **12.** | **a.** | Explain the importance of campaign planning in advertising? Discuss the steps involved in developing a successful advertising campaign. | **20 Marks** | **L3** | **CO2** |
|  |  |  |  |  |  |
| **13.** | **a.** | Analyze as how is the creation of advertisements approached in an advertising plan? What elements contribute to the effectiveness of ad creation? | **20 Marks** | **L4** | **CO3** |
| **or** |
| **14.** | **a.** | Can research inform the development of an advertising strategy? What types of consumer insights are valuable for advertisers? Analyze. | **20 Marks** | **L4** | **CO3** |

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| **15.** | **a.** | Analyze as how metrics are used to evaluate the success of advertising campaigns? Discuss how performance data can inform future advertising decisions | **20 Marks** | **L4** | **CO3** |
| **Or** |
| **16.** | **a.** | Explain the of role of Advertising Standards Council of India (ASCI) play in ethical advertising? How does ASCI regulate misleading advertisements? | **20 Marks** | **L3** | **CO3** |

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| **17.** | **a.** | Explain the fundamental ethical principles in advertising? How do these principles guide advertisers in India? | **20 Marks** | **L3** | **CO4** |
| **Or** |
| **18.** | **a.** | Analyze the creative strategy in advertising? Discuss how combining creativity and strategy leads to effective campaigns. | **20 Marks** | **L44** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***