



PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 20-05-2025

Time: 09:30 am – 12:30 pm

School: SOD	Program: : B. Des Fashion Design/B.Sc. Multimedia	
Course Code: BAJ1027	Course Name: Digital Advertising and Branding	
Semester: VI	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	28	26	46		

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	List two characteristics of audience segmentation.	2 Marks	L1	C01
2.	What is the primary purpose of paid search advertising?	2 Marks	L1	C01
3.	What does the colour blue represents?	2 Marks	L1	C02
4.	Name two platforms which utilize Digital Advertising the most.	2 Marks	L1	C02
5.	Define a brand.	2 Marks	L1	C01
6.	What does brand consistency mean?	2 Marks	L1	C02
7.	What is programmatic advertising?	2 Marks	L1	C01
8.	Define campaign brief.	2 Marks	L1	C03
9.	What is the abbreviation of CTR?	2 Marks	L1	C03
10.	Explain CTA.	2 Marks	L2	C03

Part B

Answer the Questions.

Total Marks 80M

11.	a.	What are two major technological advancements that have driven the evolution of digital advertising?	5 Marks	L1	C01
	b.	Describe the main difference between display advertising and paid search advertising.	7 Marks	L1	C01
	c.	What factors should be considered while selecting a platform for promoting a brand?	8 Marks	L1	C01
Or					
12.	a.	What is the primary function of Google Analytics in digital advertising?	5 Marks	L1	C01
	b.	Describe the purpose of Audience Targeting in Digital Advertising.	7 Marks	L1	C01
	c.	Recall the key characteristics of social media advertising that make it effective for audience engagement.	8 Marks	L1	C01

13.	a.	Analyze why a sustainable brand might choose green as its primary color, using color psychology principles.	5 Marks	L4	C02
	b.	Examine the potential risks of choosing an inappropriate platform for a brand's digital promotion, providing specific examples.	7 Marks	L4	C02
	c.	Analyze in what ways can an influencer help in building a brand's identity. Highlight with examples.	8 Marks	L4	C02
Or					
14.	a.	Assess the key elements of branding in a brand of your choice (Spotify, Nike, Apple, Biba, Fasttrack).	5 Marks	L4	C02
	b.	Dissect a successful brand's storytelling campaign. Identify the key narratives utilized and how it strengthened brand identity.	7 Marks	L4	C02
	c.	Analyze how the tone of voice in a brand's messaging influences consumer perceptions and emotional connections. Provide suitable examples.	8 Marks	L4	C02

15.	a.	Identify the advantages of Social Media Advertising.	5 Marks	L3	C03
	b.	Select the most suitable A/B testing and highlight its advantages over other types of A/B testing.	7 Marks	L3	C03
	c.	Make use of design thinking and pitch an idea for an advertisement campaign.	8 Marks	L3	C03
Or					
16.	a.	Identify the latest trends in Digital Branding.	5 Marks	L3	C03
	b.	Select a brand's storytelling campaign and analyze its effectiveness in conveying the brand's values.	7 Marks	L3	C03
	c.	Develop a creative approach for a campaign brief promoting a brand of your choice, keeping in mind the cost-conscious consumers.	8 Marks	L3	C03

17.	a.	Discuss the relationship of brands identity and consumer loyalty.	5 Marks	L3	C03
	b.	Compare and contrast the emotional and psychological effects of warm colours versus cool colours in branding.	7 Marks	L3	C03
	c.	Choose a brand and demonstrate how you would adjust its tone of voice in a social media campaign to better connect with a younger audience. Provide a sample post to illustrate the change.	8 Marks	L3	C03
Or					
18.	a.	Design a brief storytelling campaign for a new product launch for an existing brand sticking to its core values.	5 Marks	L3	C03
	b.	Develop a short storytelling outline for a fictional brand, incorporating a clear narrative arc (beginning, middle, end).	7 Marks	L3	C03
	c.	Create a mock advertisement for a brand, combining a specific tone of voice with a colour palette that reinforces the brand's message.	8 Marks	L3	C03