



PRESIDENCY UNIVERSITY BENGALURU

Roll No.														
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End - Term Examinations –MAY 2025	
Date: 30-05-2025	Time: 01.00 pm – 04:00 pm

School: SOMS	Program: BAJ&MC	
Course Code: BAJ3040	Course Name: Digital Advertising and Marketing	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	24	24	26	26	

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.	Name two forms of traditional advertising.	2 Marks	L1	CO1
2.	Define Mobile Marketing.	2 Marks	L1	CO1
3.	Explain the term PR.	2 Marks	L2	CO2
4.	What is the process of copywriting?	2 Marks	L1	CO2
5.	Define Sales promotions.	2 Marks	L1	CO3
6.	What does SMS stand for?	2 Marks	L1	CO3
7.	Explain carousel ads.	2 Marks	L2	CO4
8.	What is CPC?	2 Marks	L1	CO4
9.	Explain personal selling.	2 Marks	L2	CO3
10.	Define Targeting Advertising.	2 Marks	L1	CO4

Part B

Answer the Questions. Total Marks 80M

11.	a.	Analyze how the 'Product' component of the 4 Ps has been adapted for digital marketing.	5 Marks	L4	CO1
	b.	Compare Traditional advertising and Digital advertising in terms of functions, media and advantages.	7 Marks	L4	CO1
	c.	Analyze a real-life digital marketing/advertising campaign. Highlight their strategies for promotion and brand awareness.	8 Marks	L4	CO1
Or					
12.	a.	Examine the impact of social media platforms on the evolution of digital advertising.	5 Marks	L4	CO1

	b.	Evaluate the role of internet in transforming the marketing mix. Give suitable examples.	7 Marks	L4	C01
	c.	Dissect the evolution of advertising from traditional to digital using a case study of a brand of your choice.	8 Marks	L4	C01

13.	a.	Outline the process of media selection in advertising.	5 Marks	L2	C02
	b.	Identify the ways in which video advertising has an edge over audio advertising.	7 Marks	L2	C02
	c.	Select two media channels if you are targeting the women belonging to the age group of 20-30 years of age. Highlight the reasons and advantages of selecting the media channels.	8 Marks	L2	C02

Or

14.	a.	Define a media objective for a brand/product of your choice.	5 Marks	L2	C02
	b.	Using creative elements such as headlines, visuals, and CTA plan a digital ad campaign for a self-made brand.	7 Marks	L2	C02
	c.	Select Amul's social media campaign and highlight the brands' USP.	8 Marks	L2	C02

15.	a.	Plan a social media strategy for personal selling as a freelance journalist.	5 Marks	L3	C03
	b.	Develop a digital advertising campaign for a brand on Instagram.	7 Marks	L3	C03
	c.	Identify the tools of sales promotion that help in building customer engagement, loyalty and boost sales.	8 Marks	L3	C03

Or

16.	a.	Outline the differences between Sales promotions and Advertising.	5 Marks	L3	C03
	b.	Develop a social media post to promote personal selling as an intern.	7 Marks	L3	C03
	c.	Develop a blog post outline for a brand's content marketing strategy. Specify the topic and key points to attract potential customers.	8 Marks	L3	C03

17.	a.	Discuss the variations of A/B testing.	5 Marks	L4	C04
	b.	Formulate a sample blog post, and influencer brief, justifying how they drive awareness and engagement for a brand of your choice.	7 Marks	L4	C04
	c.	Elaborate the limitations of Influencer Marketing.	8 Marks	L4	C04

Or

18.	a.	Discuss various ad formats.	5 Marks	L4	C04
	b.	Design a social media targeting plan for a fitness app on Instagram. Specify the audience demographics and interests and justify how they align with the app's goals.	7 Marks	L4	C04
	c.	Create a comprehensive content marketing strategy for a new eco-friendly coffee brand targeting environmentally conscious millennials. Also design a blog post and social media post for distribution across two platforms (Instagram, blog).	8 Marks	L4	C04