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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOL | **Program:** BA/BBA/B.COM/LLB | |
| **Course Code:** BAJ1027 | **Course Name:** Digital Advertising and Branding | |
| **Semester**: X | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **18** | **58** | **24** |  |  |

**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.** | Define display advertising. | **2 Marks** | **L1** | **CO1** |
| **2.** | What is the significance of Google Analytics in digital marketing? | **2 Marks** | **L1** | **CO1** |
| **3.** | List two benefits of using social media insights for advertising. | **2 Marks** | **L1** | **CO1** |
| **4.** | What does ROI stand for, and why is it important? | **2 Marks** | **L1** | **CO1** |
| **5.** | Explain the impact of influencer marketing on consumer trust. | **2 Marks** | **L2** | **CO2** |
| **6.** | Describe how a consistent tone of voice benefits a brand. | **2 Marks** | **L2** | **CO2** |
| **7.** | How do logos contribute to brand identity? | **2 Marks** | **L2** | **CO2** |
| **8.** | Discuss the role of social media platforms in brand engagement. | **2 Marks** | **L2** | **CO2** |
| **9.** | Describe the significance of CTR as a key performance indicator. | **2 Marks** | **L2** | **CO3** |
| **10.** | Analyze how bid strategies can influence campaign effectiveness. | **2 Marks** | **L4** | **CO3** |

**Part B**

**Answer the Questions. Total Marks 80M**

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| 11. | a. | Define “social media advertising.” Name two distinguishing features. | 3 Marks | L1 | CO1 |
|  | **b.** | List three social-ad platforms. For each, mention one targeting option. | **3 Marks** | **L1** | **CO1** |
|  | **c.** | Why demographic targeting is crucial on social channels. | **4 Marks** | **L1** | **CO1** |
| Or | | | | | |
| 12. | **a.** | Explain two major technological advancements that have driven the evolution of digital advertising. | **3 Marks** | **L2** | **CO1** |
|  | **b.** | Describe the main difference between display advertising and paid search advertising. | **3 Marks** | **L2** | **CO1** |
|  | **c.** | Discuss the interplay between imagery and copy in brand messaging. | **4 Marks** | **L2** | **CO1** |

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| 13. | a. | Explain what a logo is and name two functions it serves for a digital brand. | 3 Marks | L2 | CO2 |
|  | **b.** | Describe two design principles that make a logo effective online. | **3 Marks** | **L2** | **CO2** |
|  | **c.** | Discuss why the consistency of logo usage across platforms is important for brand recall. | **4 Marks** | **L2** | **CO2** |
| Or | | | | | |
| 14. | **a.** | Explain “tone of voice” in digital branding. | **3 Marks** | **L2** | **CO2** |
|  | **b.** | Explain how colour psychology can influence a user’s perception of a brand. Give one example | **3 Marks** | **L2** | **CO2** |
|  | **c.** | Discuss why aligning the tone of voice and colour palette strengthens brand identity. | **4 Marks** | **L2** | **CO2** |

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| 15. | a. | Explain what a brand narrative is in the context of social media. | 3 Marks | L2 | CO2 |
|  | **b.** | Describe two storytelling techniques (e.g. user-generated stories, episodic posts) used on digital platforms. | **3 Marks** | **L2** | **CO2** |
|  | **c.** | Explain why a coherent narrative arc helps engage online audiences. | **4 Marks** | **L2** | **CO2** |
| Or | | | | | |
| 16. | **a.** | Analyse how engagement strategies differ between Instagram and LinkedIn for the same brand. Identify two key differences. | **3 Marks** | **L4** | **CO2** |
|  | **b.** | Compare the role of trending hashtags on Twitter vs Facebook in amplifying brand messages. | **3 Marks** | **L4** | **CO2** |
|  | **c.** | Interpret why a platform’s user demographics should influence the choice of engagement strategy. | **4 Marks** | **L4** | **CO2** |

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| 17. | a. | Analyse the relationship between influencer authenticity and audience trust. | 5 Marks | L4 | CO2 |
|  | **b.** | Compare micro-influencers vs macro-influencers in terms of reach and perceived credibility. | **5 Marks** | **L4** | **CO2** |
|  | **c.** | Interpret one scenario where a brand narrative might break down if influencer and brand values misalign. | **5 Marks** | **L4** | **CO** |
| Or | | | | | |
| 18. | **a.** | Analyze how colour psychology and logo design work together to establish brand trust on a video-led social platform (e.g. TikTok). | **5 Marks** | **L4** | **CO4** |
|  | **b.** | Interpret why an influencer with a high follower count but low engagement rate might underperform. Provide two analytical reasons. | **5 Marks** | **L4** | **CO4** |
|  | **c.** | Analyze the effectiveness of macro-influencers versus micro-influencers for niche product launches. Give two analytical points. | **5 Marks** | **L4** | **CO4** |

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| 19. | a. | Analyze how an influencer’s authenticity signals can build brand credibility. Identify two signals (e.g. personal storytelling, unsponsored mentions) and explain their impact. | 5 Marks | L4 | CO2 |
|  | **b.** | Compare paid endorsements versus organic mentions by influencers in terms of audience trust. Provide two comparison points. | **5 Marks** | **L4** | **CO2** |
|  | **c.** | Analyze one scenario where over-commercialization by an influencer damages campaign ROI. Explain two analytical factors. | **5 Marks** | **L4** | **CO2** |
| Or | | | | | |
| 20. | **a.** | Explain” campaign brief”. List its three essential components. | **5 Marks** | **L2** | **CO3** |
|  | **b.** | Describe “ad copy.” Name two goals that good ad copy must achieve. | **5 Marks** | **L2** | **CO3** |
|  | **c.** | Explain why you set Key Performance Indicators (KPIs) before launching a campaign. | **5 Marks** | **L2** | **CO3** |

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| 21. | a. | Critically evaluate two strengths of using Cost-Per-Click (CPC) as a primary KPI for digital ad performance. | 6 Marks | L5 | CO3 |
|  | **b.** | Critique two weaknesses or blind spots of relying on CPC alone to judge campaign success. | **7 Marks** | **L5** | **CO3** |
|  | **c.** | Recommend two additional KPIs to pair with CPC for a more balanced performance assessment, and justify each choice. | **7 Marks** | **L5** | **CO3** |
| Or | | | | | |
| 22. | **a.** | Evaluate two strengths of using Click-Through Rate (CTR) as a KPI for campaign engagement. | **6 Marks** | **L5** | **CO3** |
|  | **b.** | Assess two limitations of relying on Return on Investment (ROI) alone to judge campaign cost-effectiveness. | **7 Marks** | **L5** | **CO3** |
|  | **c.** | Based on performance metrics (engagement, conversion, cost), recommend two data-driven optimization strategies (choose from bid strategies, audience targeting, ad placement, creative refinement). Justify each recommendation. | **7 Marks** | **L5** | **CO3** |