Roll No											

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

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Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Odd Semester End Term Examination

Date: 12/12/2025 **Time:** 01.00 PM - 04.00 PM

Course Code: BAJ2009	**Course Name:** Advertising and copywriting	
Semester: V SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	20	45	45

Instructions:

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

Part A: Answer Following Questions. 30M

Qn.	Questions	M	CO	BT
1	Explain the key differences between traditional and digital advertising.	5.0	CO1	BT2
2	Describe Supply-Side Platform (SSP) and a Demand-Side Platform (DSP) with suitable examples.	5.0	CO1	BT2
3	Analyse the differences between strategic and tactical objectives in advertising.	5.0	CO2	BT4
4	Examine the impact of influencer advertising on the audiences.	5.0	CO2	BT4
5	Apply storytelling technique and craft a micro-story showing customer's transformation from zero to hero.	5.0	CO3	BT3
6	Explain the concept of greenwashing with suitable examples.	5.0	CO4	BT2

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT
7	Explain the role of Integrated Marketing Communication (IMC) in ensuring consistent messaging across platforms and audiences.	10.0	CO1	BT2
8	Analyse the emotional triggers that shape long-term brand preference than rational attributes.	10.0	CO2	BT4
9	Apply the concept of copy elements to create a headline and two-line body copy for a skincare product targeting teenagers.	10.0	CO3	BT3

10	Keeping the following principles in mind: 1. Target audience 2. Key message Tone and style 3, Mandatory elements Write a creative brief for a new protein rich snack brand.	**10.0**	**CO3**	**BT6**
11	Explain the ways in which customer manipulation takes place in advertising with examples.	**10.0**	**CO4**	**BT5**
12	Evaluate the limitations of brand lift as an indicator of campaign success with examples.	**10.0**	**CO4**	**BT5**

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Apply copywriting elements across media: Print ad copy (headline + body + CTA) 15-sec TVC (Television commercial) script Instagram reel caption For a popular brand launches a sustainable fashion line.	**20.0**	**CO3**	**BT3**
14	Evaluate the ethical aspects of a popular advertising campaign of your choice.	**20.0**	**CO4**	**BT5**