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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 13/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: MDS2502

Course Name: Advertising and Brand Management

Semester: Second Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	60	25

Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	State the five best practices for logo design with one example for each.	5	CO2	BT1
2	Explain how the bandwagon appeal works in advertising and identify two situations where it is most effective.	5	CO1	BT2
3	Explain programmatic advertising and its mechanism.	5	CO1	BT2

Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Identify the differences between advertising, marketing, and branding and how they work together as a unified strategy	10	CO1	BT1
5	Describe the major targeting techniques in social media advertising with suitable examples.	10	CO1	BT2
6	Discuss various forms of advertising with suitable examples.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
7	Analyse how advertising conveys meaning through its purpose, creative ideation, and choice of advertising style.	20	CO1	BT4
8	Analyse how the integration of logos, taglines, tone of voice, and colour psychology contributes to building a consistent and	20	CO2	BT4

effective digital brand identity.			
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