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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: 10/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: BAJ3040

Course Name: Digital Advertising and Marketing

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Discuss the need for billboard advertising in today's digital age.	5	CO1	BT2
2	Explain any two advantages and two disadvantages of traditional advertising.	5	CO1	BT2
3	Describe the impact of mobile marketing on consumer behavior.	5	CO1	BT2

Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Discuss the differences between traditional and digital advertising with reference to a case study of a brand or product.	10	CO1	BT2
5	Explain the AIDA model and its role in guiding communication in advertising, with an example.	10	CO1	BT2
6	Discuss the elements of the marketing mix with reference to examples from the digital era.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
7	Illustrate various ways in which sponsorship can be used for launching a skincare brand for the Gen-Z in India.	20	CO2	BT3
8	Employ one traditional and one digital advertising for an international brand of your choice which is trying to enter Indian market and target women consumers in makeup category.	20	CO2	BT3