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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: 12/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: BAJ1027

Course Name: Digital Advertising And Branding

Semester: Tenth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	40	45

Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define digital advertising and differentiate it from traditional advertising using any three points.	5	CO1	BT1
2	Explain how programmatic advertising works, including the role of Real-Time Bidding (RTB).	5	CO1	BT2
3	Explain the importance of tone of voice in digital branding and its adaptation across LinkedIn, Instagram, and Twitter.	5	CO2	BT2

Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Evaluate the effectiveness of demographic targeting, behavioural targeting, and interest-based targeting in terms of precision, reach, and conversion potential.	10	CO1	BT5
5	Evaluate how logos, typography, and colour schemes create brand recognition across digital touchpoints and the risks of inconsistent visual branding.	10	CO2	BT5
6	Analyse the impact of influencer marketing on consumer trust and purchase decisions, comparing micro-influencers with celebrity influencers and outlining criteria for measuring campaign success.	10	CO2	BT4

Part C: Answer Any 1 Following Questions. 20 M

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Qn.No	Questions	M	CO	BT
7	Explain how audience targeting enhances digital advertising effectiveness through Google Analytics 4, social media insights, segmentation techniques, and audience extension methods.	20	CO1	BT2
8	Create a comprehensive digital branding strategy for "EcoStride", a new sustainable footwear brand targeting environmentally conscious Gen Z and millennial consumers.	20	CO2	BT6