



Even Semester End Term Examination, May / June 2026

Date: 26/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BAJ1027

Course Name: Digital Advertising And Branding

Semester: Tenth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	50	40	40

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Examine the role of audience data analytics in improving digital advertising decision-making.	5	CO1	BT4
2	Explain the concept of tone of voice in digital branding and its importance.	5	CO2	BT2
3	Analyse the significance of social media engagement in strengthening digital brand equity.	5	CO2	BT4
4	Explain the importance of campaign brief in digital advertising execution.	5	CO3	BT2
5	Evaluate the role of conversion rate in measuring campaign effectiveness.	5	CO3	BT5
6	Discuss programmatic targeting and its advantages.	5	CO1	BT2

Part B: Answer Any 5 Following Questions. 50 M

Qn.No	Questions	M	CO	BT
7	Critically analyse how digital branding elements such as logo, tagline, colour, and typography contribute to brand identity formation.	10	CO2	BT4
8	Discuss the role of influencer marketing in shaping consumer perception and brand trust in digital platforms.	10	CO2	BT2
9	Explain Keller's Customer-Based Brand Equity (CBBE) model and how it helps in building strong digital brands.	10	CO2	BT5

10	Analyse how Google Analytics and social media insights support data-driven decision-making in digital advertising campaigns.	10	CO1	BT4
11	Analyse the importance of campaign execution and analytics in improving digital advertising performance, with reference to KPIs such as CTR, CPC, and ROI..	10	CO3	BT4
12	Examine the process of audience segmentation in digital advertising and how it improves targeting efficiency and campaign performance.	10	CO1	BT4

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
13	Design a digital advertising campaign for a new lifestyle product, including segmentation strategy, creative approach, platform selection, and KPI framework.	20	CO3	BT6
14	Analyse the transformation of advertising from traditional media to digital platforms and examine the major channels used in each phase along with their advantages and disadvantages.	20	CO1	BT4