Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

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

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: BAJ2009 **Course Name:** Advertising and copywriting

Semester: Fifth Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain the importance of DSPs in Programmatic Advertising.	5	CO1	BT2
2	Discuss the advantages of Programmatic Advertising.	5	CO1	BT2
3	Explain the importance of Mega Influencers in contemporary advertising.	5	CO1	BT2

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Explain the role of Experiential advertising in creating emotional connections with suitable examples.	10	CO1	BT2
5	Explain the role of advertising as a strategic communication tool.	10	CO1	BT2
6	Explain the concept of Native Advertising with suitable examples.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	Analyze the differences between strategic objectives and tactical objectives in advertising, with suitable examples.	20	CO2	BT4
8	Examine the role of audience segmentation in identifying and reaching target audiences in advertising.	20	CO2	BT4