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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MEDIA STUDIES

MID TERM EXAMINATION

Odd Semester: 2021 - 22

Course Code: BAJ 3004

Course Name: PR & Advertising

Program & Sem: BA (JMC) & I Sem

Date: 13/May/2022

Time: 10:00 AM to 11:30 AM

Max Marks: 50

Weightage: 25%

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries TWO marks.

(5Qx 2M=10M)

1. The orange juice manufacturers know that orange juice often consumed in the mornings. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?
A. Gender segmentation
B. Benefit segmentation
C. Occasion segmentation
D. Age and life cycle segmentation (C.O.No.1) [Knowledge]
2. Marketing is the creation of standards of living. That is because
A. Marketers force consumers to buy new products/services
B. Sellers do not persuade the customers to buy their products but customers themselves beat their paths to the offices/showrooms of sellers
C. Customers are motivated to work hard and buy new products and services and in doing so, they increase the pace of economic growth of their city, region, or country
D. The government does not impose any restrictions on marketers due to the presence of a free-market system and so, the standards of living of the masses improve. (C.O.No.1) [Knowledge]
3. Assertion (A): Individuals and organizations manufacture pseudo-events for self-satisfaction
Reason (R): Press conferences, protests and parades are fine examples of pseudo events and media have become highly dependent on them these days.
A. Both A & R are true
B. Both A & R are true, but R is not the correct explanation of A
C. A is true but R is false
D. A is false but R is true (C.O.No.2) [Knowledge]

4. The term advertising originates from the Latin word 'adverto' which means to turn around, through which he advertises his products. Define advertising in your own words. (C.O.No.2) [Knowledge]
5. Does social responsibility applicable to advertisers. Explain. (C.O.No.2) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries FIVE marks. (4Qx5M=20M)

6. Unique selling proposition, is the essence of what makes your product or service better than competitors. Explain the importance of USP in advertising. Support your answer with the help of few examples. (C.O.No.2) [Comprehension]
7. Every time we insert an advertisement in a newspaper, put up a sign, or put a political candidate on radio or TV, we are making prediction about the effect – communication will have. How can we communicate effectively in commercial and classified, distinguish with few examples? (C.O.No.2) [Comprehension]
8. DAGMAR has to perform specific communication task, which has to be accomplished among a well-defined audience within a specified time period. As it performs communication task rather than sales task. Explain the DAGMAR approach. (C.O.No.2) [Comprehension]
9. The AIDA Model identifies cognitive stages an individual goes through during the buying process for a product or service. Explain as how the purchaser goes to and fro at every purchase before the final purchase. (C.O.No.2) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries FIVE marks. (02Qx10M=20M)

10. Marketers refer to advertising models to evaluate the effectiveness of their content before launching an ad campaign to convince people to buy products. Advertising models serve as blueprints to help marketers create persuasive ads, whether for print, TV, radio or online outlets. How does AIDA advertising model make people buy the product? (C.O.No.2) [Application]
11. Create a new product. Write and present an advertisement for your new product.

TYPE OF PRODUCT	
PRODUCT NAME	
ADJECTIVES TO DESCRIBE THIS PRODUCT	
WHERE YOU ARE GOING TO SELL THE PRODUCT?	
PRICE	
WHY PEOPLE SHOULD PEOPLE BUY THIS PRODUCT	

With these outlines create an advertisement for any medium of your choice.

(C.O.No.2) [Creation]



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MEDIA STUDIES

END TERM EXAMINATION

Even Semester: 2021 - 22

Course Code: BAJ 3004

Course Name: PR & ADVERTISING

Program & Sem: BA (J&MC) & II Sem

Date: 4th July 2022

Time: 01:00 PM to 04:00 PM

Max Marks: 100

Weightage: 50%

Instructions:

(ii) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries TWO marks.

(10Qx 2M= 20M)

1. Advertising in a digital world would include all but

- A. E-mail marketing
- B. Classifieds
- C. Viral Marketing
- D. Handbills
- E. None of the above

(C.O.No.1) [Knowledge]

2. Advertising has not reaped great profits on the web because

- A. Technology allows for greater accountability of response rates to advertisements
- B. Ad rates are too low
- C. None of the above
- D. All of the above

(C.O.No.1) [Knowledge]

3. A type of advertising that makes extravagant claims about a product without saying anything concrete is called

- A. Classified
- B. Display
- C. Puffery
- D. Interstitial
- E. Advertorial

(C.O.No.2) [Comprehension]

4. According to a survey, advertisements published by women's magazines were _____ women.

- A. Conferring status to
- B. Commoditizing
- C. Promoting employment of

D. Ethicizing

(C.O.No.2) [Knowledge]

5. An economy dependent upon selling and purchasing goods and services besides advertising to create a climate of purchases is supposed to promote:

- A. Brand names
- B. sale society
- C. Consumer culture
- D. Advertising environment

(C.O.No.1) [Comprehension]

6. The systems theory of public relations is described as a set of united

- A. Pressure groups
- B. Subsystems
- C. Employee systems
- D. Production systems

(C.O.No.1) [Knowledge]

7. The last step on the process followed under the AIDA model is.

- A. Intention
- B. Attention
- C. Desire
- D. None of the above

(C.O.No.2) [Comprehension]

8. _____ is a formal source of employee communication.

- A. Public relation system
- B. Grapevine
- C. Management
- D. Co-workers

(C.O.No.3) [Comprehension]

9. _____ the following organization has developed ethical standards essential for the professional communicator.

- A. Public relations institute of Germany
- B. Public relations council of England
- C. Public relations society of America
- D. Public relations society of France

(C.O.No.3) [Knowledge]

10. A company that is 'responsibly addressing _____ of key publics and communities' increases the public admiration of the organization.

- A. Technological concerns
- B. Profit sharing
- C. Environmental concerns
- D. Information sharing
- E.

(C.O.No.2) [Comprehension]

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries Ten marks

(04Qx10M=40M)

11. A strategic communication process that builds mutually beneficial relationships between organizations and their publics is all about public relations. Discuss the trends in the development of public relations and how is public relations different from advertising?

(C.O.No.4) [Comprehension]

12. Discuss which advertising format you feel is the most effective and why? Are there some products that are better advertised in a certain format than in others? Evaluate the different formats from your perspective? (C.O.No.2) [Comprehension]
13. Discuss strengths and weakness of the large-advertising-agency model common today. Do you think the trend toward ever-larger agencies is good or bad? Why? (C.O.No.2) [Comprehension]
14. Some brands have such successful marketing that the brand name becomes synonymous with the product itself, such as the trademarked name Kleenex. Can you name other trademarked brands that have become commonly used for the generic products and the difficulty of Ad-man in making advertisements for these products. Explain. (C.O.No.2) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries Twenty marks. (02Qx20M=40M)

15. Visualize planet Earth as a commodity and create an advertisement for planet earth, with attributes of both product and service features. The advertisement is meant for inhabitants of planet Mars, who are planning to travel to planet Earth. (C.O.No.4) [Evaluate]
16. Prepare a press release for the release of a new competitor for Apple I phones. (C.O.No.2) [Apply]