

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF COMMERCE
END TERM EXAMINATION - JAN 2023**

Semester : SEMESTER - III - 2021

Course Code : OE306

Course Name : Sem III - OE306 - Reading Advertisement

Program : B. Com / B.Com (Hons.) / B.Sc-Economics

Date : 10-JAN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART A

ANSWER ALL THE FOLLOWING QUESTIONS

10 X 2 = 20M

1. Which among the following can be related to 'Non-Coded Iconic Message' as stated by Roland Barthes in 'Rhetoric of the Image'?
a) Denoted Message (CO1) [Knowledge]
b) Connoted Message
c) Both 'a' and 'b'
d) None of the Above
2. Which among the following is not part of the 'Atkinson - Shiffrin' model of memory?
a) Sensory Memory (CO2) [Knowledge]
b) Short - Term Memory
c) Minimal Memory
d) Long - Term Memory
3. Identify the root word of 'image'
a) Imitari (CO3) [Knowledge]
b) Imatiri
c) Imitation
d) Perspectives

4. Which among the following is not the characteristics of 'Concise Writing' (CO4) [Knowledge]
- a) Active voice
 - b) Clear
 - c) Redundant words
 - d) None of the above
5. Which is the first 'Mass Media' that humanity started using? (CO1) [Knowledge]
- a) Newspaper
 - b) Television
 - c) Radio
 - d) Internet
6. Which among the following factor(s) positively influence Explicit Memory? (CO2) [Comprehension]
- a) Divided Attention
 - b) Undivided Attention
 - c) Delayed Assessment
 - d) None
7. Name of the brand that is featured in Roland Barthes' essay 'Rhetoric of the Image'? (CO1) [Comprehension]
- a) Penzani
 - b) Ponzani
 - c) Panzani
 - d) Macroni
8. Identify the aspect, which is not part of the 'Information Processing Model' of McGuire? (CO2) [Comprehension]
- a) Persuasive Messages
 - b) Retention
 - c) Cognitive Response
 - d) Attitude
9. In the 'Rhetoric of the Image', the term "denotation" refers to what? (CO1) [Comprehension]
- a) The symbolic or cultural associations of an image
 - b) The way an image is anchored in the spectator's memory
 - c) A system of beliefs and practices that serves to naturalize cultural values and norms
 - d) The literal, straightforward meaning of an image
10. According to the 'Dual Process Theories of Persuasion', what will beresult when a weak argument is met with predominantly unfavourable thoughts? (CO2) [Comprehension]
- a) Attitude Change
 - b) No Change in the Attitude
 - c) Neither 'a' nor 'b'
 - d) Both 'a' and 'b'

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

4 X 10 = 40M

11. How important is 'Gender Roles' in 'advertising'? (CO3) [Comprehension]

12. What is the importance of accommodating 'Cultural sensitivities' of people from different background, when it comes to the creation of an 'advertisement' (CO4) [Comprehension]
13. State the difference between 'explicit memory' and 'implicit memory' (CO1) [Comprehension]
14. Briefly explain the 'Information Processing Model' by McGuire (CO2) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 20 = 40M

15. Analyse any advertisement of your choice, by applying the knowledge of 'Explicit Memory' and 'Implicit Memory'? (CO3) [Comprehension]
16. Perform the case study of any advertisement by discussing the 'Gender roles' that the advertiser has assigned. You can elaborate your answer by considering the following aspects
- a. Humorous presentation
 - b. Sexual Imagery
 - c. Controversy

(CO4) [Application]
