



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2023**

Semester : Semester III - 2021

Course Code : ENG1009

Course Name : Sem III - ENG1009 - Reading advertisement

Program : BA Journalism and Mass Communication

Date : 12-JAN-2023

Time : 9.30AM - 12.30PM

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

15 X 2 = 30M

1. 'Dual Process Theories of Persuasion' is different from 'Cognitive Response Model' due to the involvement of _____
a) Strong Arguments (CO1) [Knowledge]
b) Weak Arguments
c) Heuristic Cues
d) None of the above
2. Which among the following is the last stage in the 'Information Processing Model' by McGuire?
a) Attention (CO2) [Knowledge]
b) Comprehension
c) Retention
d) None of the above
3. What is the main goal of political advertising?
a) To inform voters about the candidate's policies and positions (CO3) [Knowledge]
b) To sway public opinion
c) To create a positive image of the candidate
d) All of the above

4. Which of the following is NOT a benefit of using concise writing in advertising?
a) It helps to clearly convey the message (CO4) [Knowledge]
b) It captures the reader's attention
c) It saves space and resources
d) It makes the advertisement more confusing
5. Pick the one, which is not part of the three messages referred to by Roland in his essay, 'Rhetoric of the Image'?
a) Linguistic Message (CO1) [Knowledge]
b) Haptic Message
c) Connoted Message
d) Denoted Message
6. 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
7. Among the following ones, pick the strategy(ies) adopted by advertisers to attract consumers
a) Humorous Presentation (CO1) [Knowledge]
b) Sexual Imagery
c) Controversy
d) All the above
8. Pick the one that is not mentioned by Roland Barthes as one of the 'four connotative signs' identified in the Panzani advertisement
a) Half open bag (CO1) [Knowledge]
b) Tomatoes and Pepper
c) Total Culinary Experience
d) All the Above
9. Which among the following rightly defines Cognitive Accessibility?
a) Consumers' Consideration List (CO2) [Knowledge]
b) Consumers' Rejected list
c) Consumers' Confusion
d) All the above
10. Mention the one that 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
11. What is the name of the brand that is feature in Roland Barthes' essay?
a) Penzani (CO2) [Knowledge]
b) Ponzani
c) Panzani
d) Macroni

12. Which among the following is NOT the characteristics of concise writing?
a) Active Voice (CO2) [Knowledge]
b) Clarity
c) Redundant words
d) None of the above
13. Which of the following is NOT a way that companies use branding in advertising?
a) To create a unique and consistent image (CO3) [Knowledge]
b) To differentiate the company from its competitors
c) To communicate the company's values and mission
d) None of the above
14. Which of the following is NOT a way that gender roles are depicted in advertising?
a) Women are often shown as nurturing and caring (CO3) [Knowledge]
b) Men are often shown as strong and powerful
c) Gender roles are often depicted as fluid and non-binary
d) Gender roles are often depicted as stereotypes
15. Which of the following is NOT a component of multi-literacy in advertising?
a) Visual literacy (CO4) [Knowledge]
b) Verbal literacy
c) Musical literacy
d) None of the Above

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

8 X 5 = 40M

16. How does political advertising differ from commercial advertising, and what are the potential impacts of these differences on voters and democracy?
(CO4) [Comprehension]
17. How do companies use branding in advertising to create a strong and consistent image, and what are the potential impacts of this approach on consumer behaviour and the wider society?
(CO4) [Comprehension]
18. How different is the influences of 'advertising' among adults and children?
(CO3) [Comprehension]
19. How important is gender roles in advertising?
(CO3) [Comprehension]
20. Briefly explain the 'Information Processing Model' by McGuire
(CO2) [Comprehension]
21. Briefly explain the 'Cognitive Response Model'
(CO2) [Comprehension]
22. How do concepts of creativity and risk in advertising intersect with issues of ethics in advertising, and what are the potential impacts of this intersection on consumer trust and the integrity of the advertising industry?
(CO1) [Comprehension]

23. How does advertising through the following platforms differ - a) Mobile phones, b) Social media, c) In- games advertising/In-film advertising. Comment on their impacts.

(CO1) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

24. Analyse any advertisement of your choice, by applying the knowledge of 'Explicit Memory' and 'Implicit Memory'?

(CO3) [Application]

25. 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.

- ♦ Humorous presentation
- ♦ Sexual Imagery
- ♦ Controversy

(CO4) [Application]
