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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023**

Semester : Semester II - 2022

Course Code : BSM2016

Course Name : Sem II - BSM2016 - Advertising Public Relation

Program : BSM

Date : 12-JUN-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.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
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PART A

ANSWER ALL THE QUESTIONS

(3 X 10 = 30M)

1. Describe the process involved in the Advertisement creation. Discuss it in detail with Suitable examples.
(CO1,CO2) [Knowledge]
2. Assume that you are going to start a New brand in to the market, before launching your product what are all the process you will do. Describe the four process in detail.
(CO2) [Knowledge]
3. Describe Target Audience? How will you choose target audience for the Product "Mirrorless Cameras" and also explain the Promotion process.
(CO1) [Knowledge]

PART-B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

4. A Consumer is in need of buying a Laptop for his Personal use. In this case there are different brands in the market, he is in confusion of Choosing the brand. Discuss the selection and buying behaviour of the consumer in detail.
(CO2) [Comprehension]

5. Describe Advertising agency? also explain the departments of Advertising agency with suitable examples and their work role.

(CO3) [Comprehension]

PART-C

ANSWER THE FOLLOWING QUESTION

(1 X 40 = 40M)

6. Assume that you are going to start a new business venture, also you are going to introduce new products to the Market, So your Client is asking for a Proper Promotion for Print Advertisement, Justify it with your Design and explain your design process.

(CO3,CO2) [Application]