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**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester IV - 2021

**Course Code :** ENG1009

**Course Name :** Sem IV - ENG1009 - Reading Advertisement

**Program :** BAV

**Date :** 16-JUN-2023

**Time :** 1.00PM - 4.00PM

**Max Marks :** 100

**Weightage :** 50%

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**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**

**(10 X 2 = 20M)**

1. Find the one that matches with the definition of 'Working Memory' based on the 'Atkinson - Shiffrin' model?
  - o Sensory Memory
  - o Short - Term Memory
  - o Minimal Memory
  - o Long - Term Memory

(CO1) [Knowledge]
2. Mention any two popular Indian advertisements jingles.

(CO3) [Knowledge]
3. What will result, when a 'Weak Argument' meets with a 'Weak Thoughts', under 'High Processing capacity' in the 'Dual Process Theory of Persuasion'?

(CO2) [Knowledge]
4. Define connotation and denotation with examples.

(CO3) [Knowledge]
5. How do risk and creativity in advertising intersect with issues of ethics in advertising?

(CO2) [Knowledge]
6. How does social media impact on the advertising industry?

(CO1) [Knowledge]
7. What is the main goal of branding in advertising?

(CO2) [Knowledge]

8. State the functions of 'Coded Iconic Message' when it comes to the reading of an advertisement?  
(CO2) [Knowledge]
9. Give two examples of In-game advertising (IGA).  
(CO3) [Knowledge]
10. Briefly explain the 'Cognitive Response Model'.  
(CO2) [Knowledge]

## **PART B**

### **ANSWER ALL THE QUESTIONS**

**(4 X 10 = 40M)**

11. How does multiculturalism influence advertisement industry? Explain.  
(CO3) [Comprehension]
12. Elaborate on the factors which could influence advertisements.  
(CO2) [Comprehension]
13. How do kenning poems affect advertisements? Explain with examples.  
(CO2) [Comprehension]
14. Explain Craik and Lockhart's 'Levels of Processing Hypothesis'.  
(CO3) [Comprehension]

## **PART C**

### **ANSWER ALL THE QUESTIONS**

**(2 X 20 = 40M)**

15. How does political advertising differ from commercial advertising, and what are the potential impacts of these differences on voters and democracy?  
(CO4) [Application]
16. Analyse any advertisement of your choice based on the theoretical understanding of the 'Rhetoric of the Image' by Roland Barthes.  
(CO4) [Application]