PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - APR 2023

Semester : Semester IV - 2022 - 23 - BBA AM - 2021   **Date :** 15-APR-2023
Course Code : ENG1009   **Time :** 2:00PM - 3:30PM
Course Name : Sem IV - ENG1009 - Reading Advertisement   **Max Marks :** 50
Program : BBA Aviation Management   **Weightage :** 25%

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.

PART A

ANSWER ALL THE QUESTIONS   (5 X 2 = 10M)

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

                                                          (CO1) [Knowledge]

2. *Select the one that is not part of the 'Atkinson - Shiffrin' model of memory*
    a. *Sensory Memory*
    b. *Short-Term Memory*
    c. *Minimal Memory*
    d. *None of the above*

                                                          (CO1) [Knowledge]

3. What is the name of the brand that is featured in Roland Barthes' essay 'Rhetoric of the Image'?

    a) Penzani
    b) Ponzani
    c) Panzani
    d) Marconi

                                                          (CO1) [Knowledge]

4. Briefly explain the role of heuristic cues in advertising.

                                                          (CO1) [Knowledge]

5. What will result, when a 'Positive Heuristic Cue' meets with a 'Positive Heuristic Inference', under 'Low Processing capacity' in the 'Dual Process Theory of Persuasion'?

   a) Attitude Change
   b) No Changes in the Attitude
   c) Neither 'a' nor 'b'
   d) Both 'a' and 'b'

<div align="right">(CO1) [Knowledge]</div>

PART B

<div align="center">ANSWER ALL THE QUESTIONS   (2 X 10 = 20M)</div>

6. Explain the 'Cognitive Response Model'.

<div align="right">(CO3) [Comprehension]</div>

7. Explain the 'Dual Process Theories of Persuasion'.

<div align="right">(CO4) [Comprehension]</div>

PART C

<div align="center">ANSWER THE FOLLOWING QUESTION   (1 X 20 = 20M)</div>

8. *Make an analysis of the following advertisements using Roland Barthes' 'Rhetoric of the Image' theory.*
   a) Dallas Farmers Market
   b) Heinz

<div align="right">(CO2) [Application]</div>