PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023

Semester : Semester II - 2022
Course Code : BSM2016
Course Name : Sem II - BSM2016 - Advertising Public Relation
Program : BSM

Date : 13-APR-2023
Time : 09:30AM - 11:00AM
Max Marks : 50
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. What is Direct Marketing?

                                                    (CO1) [Knowledge]

2. Write a Catchy Caption for a Mobile phone company, which you are going to launch.

                                                    (CO1) [Knowledge]

3. Describe Target Audience?

                                                    (CO1) [Knowledge]

4. Expand the term PSA? Write it with Proper example.

                                                    (CO2,CO1) [Knowledge]

5. How Advertisement has been classified "by Medium"?

                                                    (CO2,CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   (5 X 4 = 20M)

6. Why we need Advertising? Write down all the necessary point for producing advertisement.

                                                    (CO2,CO1) [Comprehension]

7. Describe Four important P's in the marketing. Also explain how it is important in doing Advertisement.

                                                    (CO2,CO1) [Comprehension]

8. "Advertising vs Promotion", write down all the difference between Advertising and Promotion.

(CO1,CO2) [Comprehension]

9. How are 'Instagram Influencers' being used as a latest Marketing trends today? Enumerate some tips and tricks that can be used in social media Marketing?

(CO2,CO1) [Comprehension]

10. How you will Choose Target Audience? What are all the steps that you will use to Identify a Target audience for an Advertising Strategy.

(CO2,CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   (2 X 10 = 20M)

11. "Consumer Plays a major role in increasing the Business", Describe all the steps that involved in Consumers decision making to buy a Product.

(CO1,CO2) [Application]

12. Briefly Explain the Classification of Advertising? Illustrate the Classification with Proper examples from you understanding.

(CO2,CO1) [Application]