

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV - CD - 2021

Course Code : DES2034

Course Name : Sem IV - DES2034 - Marketing and Advertising for Designers

Program : Communication Design

Date : 12-APR-2023

Time : 2:00PM - 3:30PM

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

(2 X 10 = 20M)

1. What is advertisement. Give an example of persuasive advertisement.

(CO1) [Knowledge]

2. Briefly explain the role of advertising in marketing mix.

(CO2) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION

(1 X 15 = 15M)

3. What are the 4Ps of marketing? Explain.

(CO3) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 15 = 15M)

4. Write and submit the synopsis of the individual project you are working on. (Submit the PPT with Project brief, research data, & Rural advertisement poster, banner etc you are working on.)

(CO5, CO4) [Application]