

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester IV - 2021

Course Code : DES2034

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

Program : BDC

Date : 9-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.*

PART A

ANSWER ALL THE QUESTIONS

(2 X 5 = 10M)

1. Copy testing – what is it? Write about different copy testing techniques are there?
(CO1) [Knowledge]
2. The 4Ps of marketing are what? Describe it using one instance.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

3. Define 'Consumer segmentation' and its types with example.
(CO2) [Comprehension]
4. Write about the characteristics of rural marketing and define rural marketing.
(CO3,CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 60 = 60M)

5. Submit and display each project for marketing and advertising along with printed poster and advertisement.
(CO4,CO5) [Application]