

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - OCT 2023**

Semester : Semester I - 2023

Course Code : BAJ1016

Course Name : Sem I - BAJ1016 - Introduction to Advertising and Public Relation

Program : BAJ

Date : 2-NOV-2023

Time : 11:30AM -1:00PM

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 print advertising? write five newspapers and five magazines names. (CO1) [Knowledge]
2. What is social advertising? how it is helpful in society (CO1) [Knowledge]
3. What is product advertising, write five cell phone brands you know (CO1) [Knowledge]
4. What is outdoor advertising ? (CO1) [Knowledge]
5. What is advertising and define advertising (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Provide a detailed definition of advertising. Discuss the fundamental theories that underpin advertising as a communication tool. (CO1) [Comprehension]
7. Describe the various types of advertising based on their purpose. Provide examples for each type. (CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 20 = 20M)

8. The digital advertising landscape in India has experienced significant growth, driven by technological advancements, and increasing internet penetration. Analyse the evolution and impact of digital advertising in the Indian market, considering factors such as social media, e-commerce, and mobile marketing. Select a real-time case study of a successful digital advertising campaign in India that effectively harnessed the power of digital platforms to achieve its marketing objectives. Discuss the strategies employed, the challenges faced, and the campaign's outcomes, considering its impact on consumer engagement, brand recognition, and business growth.

(CO2) [Application]