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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester V - 2023

Course Code : BAJ2009

Course Name : Sem V - BAJ2009 - Advertising and copywriting

Program : BAJ

Date : 30-OCT-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.
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PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. What are some new trends and innovations in advertising, and how do they impact the industry?
(CO1) [Knowledge]
2. What is DAGMAR
(CO1) [Knowledge]
3. How do psychological factors, such as emotions and cognitive processes, play a role in effective advertising?
(CO1) [Knowledge]
4. What is Media Selection, Planning, and Scheduling:?
(CO1) [Knowledge]
5. Give two examples of controversial advertising campaigns and discuss their implications on society and the brands involved.
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Explain the role of advertising in the marketing mix, and provide examples of how advertising complements other marketing activities to achieve organizational objectives.
(CO1) [Comprehension]

7. Explain the key elements in an advertising plan, including budget, and programming. Discuss the importance of setting an advertising budget and how programming strategies are used to allocate resources effectively. Provide examples of how budget allocation can impact the success of an advertising campaign.

(CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 20 = 20M)

8. Describe the phases of campaign planning, creation, and production. Highlight the interplay between strategic planning and the creative process. Analyse how the quality of campaign creation and production can affect the message's impact and audience engagement, drawing from real-world advertising campaigns.

(CO2) [Application]