PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MAKEUP EXAMINATION - SEP 2023

Course Code : ENG1009
Course Name : ENG1009 - Reading Advertisement
Program : BBA Aviation Management

Date : 30-SEP-2023
Time : 9.30AM - 12.30PM
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   **10 X 3 = 30M**

1.   1. *Find the one that matches with the definition of 'Working Memory' based on the 'Atkinson - Shiffrin' model?*
           1. *Sensory Memory*
           2. *Short - Term Memory*
           3. *Minimal Memory*
           4. *Long - Term Memory*

                                              (CO1) [Knowledge]

2. State the functions of 'Coded Iconic Message' when it comes to the reading of an advertisement?
                                              (CO2) [Knowledge]

3. Briefly explain the 'Cognitive Response Model'.

                                              (CO2) [Knowledge]

4. What will result, when a 'Weak Argument' meets with a 'Weak Thoughts', under 'High Processing capacity' in the 'Dual Process Theory of Persuasion'?

                                              (CO2) [Knowledge]

5. Define connotation and denotation with examples.

                                              (CO3) [Knowledge]

6. Give two examples of In-game advertising (IGA).

                                              (CO3) [Knowledge]

7. How does social media impact on the advertising industry?

                                              (CO1) [Knowledge]

8. What is the main goal of branding in advertising?

(CO2) [Knowledge]

9. Mention any two popular Indian advetisments jingales.

(CO3) [Knowledge]

10. How do risk and creativity in advertising intersect with issues of ethics in advertising?

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   4 X 10 = 40M

11. Explain Craik and Lockhart's 'Levels of Processing Hypothesis'.

(CO3) [Comprehension]

12. Elaborate on the factors which could influence advertisements.

(CO2) [Comprehension]

13. How does multiculturism influence advertisment industry? Explain.

(CO3) [Comprehension]

14. How do kenning poems affect advertisments? Explain with examples.

(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   2 X 15 = 30M

15. Analyse any advertisement of your choice based on the theoretical understanding of the 'Rhetoric of the Image' by Roland Barthes

(CO4) [Application]

16. How does political advertising differ from commercial advertising, and what are the potential impacts of these differences on voters and democracy?

(CO4) [Application]