

QP CODE: D2BAG2402		(Pages: 2)		Reg. No : .....	
				Name : .....	
Second Semester (FYUGP) Degree Examination April 2025					
MDC					
BAG2FM106 : BASICS OF ADVERTISEMENT DESIGN					
(Credits: 3)					
Time: 1.5 Hours			Maximum Marks: 50		
Section A					
Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)					
1.	Define advertising according to the American Marketing Association.	BL1	CO1		
2.	What is the primary goal of advertising?	BL1	CO1		
3.	Define pre production in Video Advertising production.	BL1	CO3		
4.	What is partial rebranding?	BL1	CO4		
5.	What is hand loyalty buying behavior?	BL1	CO2		
6.	What is the role of celebrity endorsements in advertising?	BL2	CO3		
7.	Define puffery.	BL2	CO6		
8.	What is the key difference between outdoor and ambient advertising?	BL2	CO3		
9.	What is meant by consumer behavior research?	BL2	CO2, CO4		
10.	What is the role of typography?	BL2	CO1		
Section B					
Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)					
11.	Describe how social media has changed advertising strategies.	BL1	CO2		
12.	Explain how advertisers use copywriting for persuasion.	BL2	CO5		
13.	Explain the advantages and challenges of social media advertising.	BL2	CO3		
14.	How do marketers ensure effective cross-media integration?	BL3	CO4		
15.	Explain how audio advertising remains relevant in the digital age.	BL2	CO3		
(PTO)					

### Section C

**Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)**

16.	Which are the different media scheduling strategies?	BL1	CO4
17.	How does creativity help in the success of advertising strategies?	BL3	CO1

**CO : Course Outcome**

**BL : Bloom's Taxonomy Levels** (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)