

QP CODE: D2BAG2502		Reg. No :	
		Name :	
Second Semester (FYUGP) Degree Examination April 2026 (Regular/Improvement/Supplementary) Multi-Disciplinary Courses (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 heart loyalty buying behavior.	BL1	CO2
2.	List three key elements of brand identity.	BL1	CO1
3.	Define audio advertising.	BL1	CO3
4.	What are the methods for measuring advertising effectiveness?	BL1	CO4
5.	Give an example of inspirational advertising.	BL1	CO3
6.	Explain how word-of-mouth influenced medieval advertising.	BL2	CO1, CO3
7.	What is a Call to Action (CTA) in an advertisement?	BL2	CO3, CO5
8.	What is the importance of a headline in print advertising?	BL2	CO5
9.	Define fixed budgeting in advertising.	BL2	CO4
10.	Explain the term surrogate advertising.	BL2	CO6
Section B			
Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)			
11.	How do brands use emotional appeal in advertising? Give examples.	BL2	CO1
12.	How does color psychology help advertisers attract different target audiences?	BL2	CO3
13.	What are the key features of interactive ads?	BL2	CO3
14.	What are the different rebranding techniques?	BL1	CO4
15.	Differentiate between SEM and SEO.	BL3	CO3
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
16.	What should be included in a brand portfolio?	BL1	CO4
17.	How do companies create persuasive advertising messages?	BL3	CO1
CO : Course Outcome			
BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)			