

B B A DEGREE END SEMESTER EXAMINATION - OCT. 2020 : JANUARY 2021**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 16U3CRBBA12 : Ad CREATIVE & CAMPAIGN PLANNING***(For Regular - 2019 Admission and Supplementary - 2016/2017/2018 Admissions)*

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. Describe the term brand wagon appeal
2. What is the basic quality of an advertisement that goes beyond print and small screen?
3. What does green hat signify?
4. Give two examples of digital media vehicle.
5. Define the corporate objective
6. Identify the factors of an ad campaign that drive the purchase intention in the viewer?

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. Explain the term remarketing in digital advertising
8. Explain the concept of native advertising in digital advertising
9. Describe the creative techniques 5Ws and Hs
10. Explain the basic rules to be followed in a brain storming
11. Define campaign planning.
12. Explain the term broadcast media
13. Explain the advantages and disadvantages of Direct mail advertising
14. Explain the marginal approach metho in ad budgeting
15. Describe the term brand recall, Is it a criteria for judging a campaign?
16. explain the term recognition test in evaluation of advertisement

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. What is the 'big idea' in an advertisement? Explain with examples
18. What is the role of viral videos in advertising? Explain with an example.
19. Explain the purposes to which a creative brief is used?
20. Explain the term situation planning? What are the things to be taken into consideration in this?
21. Justify the importance of planning cycle in ad campaign
22. List and explain the three steps of making a message strategy.
23. Explain the term situation analysis
24. explain how the emotional response of consumers can be measured after a campaign?

(5 x 5 = 25)**PART D****Answer any 2 (15 marks each)**

25. How can messages be conveyed through advertising? Analyse.
26. Can radio advertisements be creative? Justify your answers with examples and explanations.
27. List and explain 'advertising objectives'.
28. Justufy with a suitable case study how budgeting help to run a successful ad campaign?

(15 x 2 = 30)