

Reg. No .....

Name .....

23U646

**B B A DEGREE END SEMESTER EXAMINATION : MARCH 2023**  
**SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 19U6CRBBA23 : AD CREATIVE AND CAMPAIGN PLANNING**  
*(For Regular - 2020 Admission)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. Explain the term positive appeal in advertising
2. Identify the biggest objective behind an ad campaign?
3. Identify the brainstorming stage in the creative process?
4. Identify the media types which will be effective for rural markets
5. Describe the term competitor strategy
6. Define the term hits in internet media
7. Describe the term situation planning
8. What does blue hat signify?

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. Describe the creative techniques 5Ws and Hs
10. List the elements in SWOT analysis?
11. Define creative brief.
12. What is the role of planning cycle in advertising ?
13. Explain the marginal approach method in ad budgeting
14. Explain the term pre emptive message in advertising
15. What is a 'big idea'?
16. Explain the term rough testing in ad effectiveness.

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. Explain AIDA model in Advertisement
18. Explain the various factors affecting media scheduling
19. Explain any three methods for concurrent testing in ad campaign
20. Alex wants to use thinking hats model for creating his advertisement on ladies' garments. But he is new to this field and doesn't know the proper application of thinking hats technique. you are a professional in the field of advertisement. Alex has asked for help in using this technique. Guide Alex on using the thinking hats technique for this advertisement.
21. Differentiate the terms brain storming and negative brain storming
22. What do you understand by appeals in advertising? Discuss with examples.

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Formulate the various stages of the creative process in advertisements.
24. Discuss the factors determining budget for an advertisement?
25. Explain the various buying needs of customers which advertisers can appeal
26. Analyse the potential of digital media in the new age advertising

**(10 x 2 = 20)**