

BBA DEGREE END SEMESTER EXAMINATION - OCTOBER 2022
SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U3CRBBA10 : AD CREATIVE & CAMPAIGN PLANNING
(For Supplementary - 2016/2017/2018/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Describe the negative appeal in advertising
2. Explain the humour appeal in advertising
3. What is originality in an idea?
4. Explain the term competitive positioning in advertising strategy
5. Describe the term competitor strategy
6. Explain the factors to be increased to increase the sales?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. What are the elements in SWOT analysis?
8. Explain the parameters to check whether an idea is big?
9. What is it that provides clarity about the results to be achieved in a campaign? How?
10. How would you describe creativity in advertising?
11. Explain the term CPM and CPR in measuring the efficiency of an ad campaign
12. Discuss the two dimensions of creativity in advertising
13. Explain the term media vehicle , Which are the classifications of media vehicles?
14. Explain the profit maximisation method in determining ad budget
15. Describe the reliability test in evaluating the effectiveness of advertisement
16. Differentiate the terms recall and recognition in advertisement

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Why are appeals important in advertising?
18. Analyse the appeal used by LIC in their Advertisements
19. Why do some advertisements have more recall value than the others?
20. Distinguish between media types and media vehicles with examples.
21. Explain the various factors affecting media scheduling
22. What are the steps involved in budget planning and execution?
23. Distinguish between the qualitative and quantitative methods in pre test on the evaluation of effectiveness of an advertisement
24. Give two examples of a campaign that had an emotional appeal. Assess why they were successful in that.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Explain the different classifications of advertising appeal
26. Justify the statement that the creative brief is a blue print for making advertisements.
27. What are media types and vehicles? Discuss in detail
28. A leading company is into manufacturing of motor oil for various types of vehicles. Due to the conduct of a commonwealth games in the country, the company wants to pitch its advertisements at the various locations where the events are likely to be held. With the above background of the case, you are required to construct a draft of an advertising budget for that company.

(15 x 2 = 30)