

Reg. No

Name

24U646

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 6 - INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U6CRBBA23 - AD CREATIVE AND CAMPAIGN PLANNING
(For Regular - 2021 Admission and Supplementary - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Explain the concept of TVR (TV Viewership Rating).
2. Describe the preparation stage in the creative process?
3. Which media conveys message by printing it?
4. Explain the stage in creative process where the ideas are evaluated?
5. Define the corporate objective.
6. Describe the term brand wagon appeal.
7. Explain follow up in an ad campaign.
8. What is the basic quality of an advertisement that goes beyond print and small screen?
(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. What is the meaning of 'target audience' in an advertisement ? Explain with the help of an example .
10. Define situation planning. Why is it important?
11. Explain the role of creativity in advertisements?
12. Define message strategy?
13. What is copy testing? Explain with an example.
14. Give two examples of interactive advertisements.
15. Explain the term remarketing in digital advertising.
16. Explain the term affordable approach method in ad budget setting.
(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain the 'thinking hats' model of creative thinking.
18. Discuss any two factors that determine an advertising budget.
19. Define GRP, How is it measured?
20. What is the planning cycle? State your understanding of the guiding questions for the planning cycle.
21. Describe the meaning of advertisement as a creative production? Explain with example.
22. What is the role of viral videos in advertising? Explain with an example.
(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Discuss the various techniques in creative thinking.
24. Discuss the top two rational advertisements you have seen. Explain why they rank so high for you.
25. 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.
26. What are media types and vehicles? Discuss in detail.

(10 x 2 = 20)