

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025
SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U6CRBBA23 - AD CREATIVE AND CAMPAIGN PLANNING
(For Regular 2022 Admission and Supplementary 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Identify the media types which will be effective for rural markets.
2. List the different types of digital media ads.
3. In which step of the creative brief, SWOT analysis is done?
4. Describe the term key jump in brain storming.
5. Define media type.
6. Explain the significance of blue hat.
7. Explain the term bottom up approach in ad budget setting.
8. Define the term brand switching.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Explain the term brain writing.
10. How would you describe creativity in advertising?
11. List the elements in SWOT analysis.
12. Explain the term cognitive message strategy.
13. Explain the potential of new FM radio advertising.
14. Explain the top down approach in ad budget setting with the help of an example.
15. Explain moral appeal in advertising and also mention 5 types of moral appeal used in advertising.
16. Explain portfolio test in evaluation of advertising effectiveness.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain the various techniques used in advertising brain storming.
18. With the help of an example explain how would you choose an emotional appeal in an advertisement.
19. Explain situation analysis.
20. Evaluate the disadvantages of Magazine advertisement compared to newspaper advertisements.
21. Explain the 'thinking hats' model of creative thinking.
22. Explain any three methods for concurrent testing in ad campaign.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain the various buying needs of customers which advertisers can appeal.
24. Discuss the top two emotional advertisements you have seen. Analyze why they rank so high for you.
25. Santhosh has just joined your advertising agency as an intern. As a part of his project, he needs to make a creative advertisement for a soft drinks brand. Santhosh does not know the stages for such a creative process. As a guide, prepare a lesson for him on the stages of creative process for the advertisement.
26. Justify with a suitable case study, how budgeting help to run a successful ad campaign?
(10 x 2 = 20)