

Reg. No

Name

26U650

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026

SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U6CRBBA23 : AD CREATIVE AND CAMPAIGN PLANNING

(For Regular 2023 Admission and Supplementary 2022/2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Explain the factors to be incorporated in advertisement to increase the sales.
2. Describe the term brand wagon appeal.
3. Explain follow up in an ad campaign.
4. Which media is used by viral advertisements to spread information?
5. Explain the term synthesis as a determinant of creativity.
6. Define the term corporate objective.
7. Give two examples of digital media vehicle.
8. Explain the significance of blue hat.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. What provides clarity about the results to be achieved in a campaign? How?
10. Give two examples of interactive advertisements.
11. Explain the term media vehicle , and also mention its classifications.
12. What does GRP measure?
13. List any four tools used for advertising analytics.
14. What are the role of appeals in advertising?
15. Explain the basic rules to be followed in a brain storming.
16. Explain the term conative message strategy.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain the advantage and disadvantages of the percentage of sales method in ad budgeting.
18. How would you be able to explain whether the ad campaign has been successful in increasing the awareness of the product or the brand?
19. Differentiate the terms brain storming and negative brain storming.
20. Explain the term situation planning and also identify the things to be taken into consideration in this.
21. Give two examples that shows the significance of creativity in advertisement.
22. How do product placements differ in a rational and emotional approach to advertising?

(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. Explain the factors determining the budget preparation of an advertisement.
26. Do you think message is an important component in your campaign? Justify with suitable examples.

(10 x 2 = 20)