ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MAADVERTISING AND PUBLIC RELATIONS – III SEMESTER
SEMESTER EXAMINATION: NOVEMBER 2020
APRADS 9119 -360 ADVERTISING

Time- 2 1/2 hrs

Max Marks-70

I. Choose the right answer and mark it in your answer script   (10 x 1 = 10)

1) Which one of the following is offline advertising?
   a) Print Ads
   b) Radio Spots
   c) Mobile Apps
   d) None of the above
   e) All of the above

2) A combination of 2 or more medium in a campaign is known as _____.
   a) Offline Campaign
   b) Multimedia Campaign

3) If awareness is the objective in a campaign. It is measured by _____
   a) Reach
   b) Likes
   c) Sales

4) Brand activation is audience engagement through_____
   a) Online medium
   b) Offline or outdoor medium
   c) All of the above

5) Choose the correct form of digital advertising
   a) TV spots
   b) Banners on news websites
   c) Radio jingle
   d) None of the above
   e) All of the above

6) What is the creative format in digital media?
   a) JPEG
   b) PSD
   c) PDF
   d) MOV

7) When creating a staregy, what do we start with?
   a) Content
   b) KPI

c) Objective
d) Audience

8) Which one of the following is online advertising?
   a) Outdoor
   b) OTT
   c) TV Channel
   d) Daily Newspaper

9) Number of users who visit pages on a website is called?
   a) Page view
   b) Users

10) A platform that server ads is called an...

   a) Adserver
   b) Fan Page

II. Answer **ANY THREE** questions in a minimum of 300 words.

(20x3=60)

1) What is a multimedia campaign? Describe each section of the campaign with relevant brand examples.

2) Describe a strategy for a launch of a new 800cc motorbike in India for a target group of 22 to 45 years male. On Road Price is 7 Lacs INR. Include all assumptions, from data to the concept.

3) Explain the section and platforms required to create a complete digital campaign. Choose a well-established brand and describe each section with examples.

4) Create an offline activation campaign for a beauty makeup brand. Choose any brand.