

**Program:** S.Y.B.COM (MS)      **Semester:** IV      **Program Code:** UGMS02  
**Course:** Advertising Essentials: Concepts to Campaigns      **Course Code:** NUMS403  
**Duration:** 1 Hour      **Examination Pattern:** NEP- Autonomous- External      **Max. Marks:** 30

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Examination:**  
**REGULAR**

Q. 1	(a)	Attempt the following Case Study.	[05]	Course Outcome	Knowledge Level
		<p>FizzUp, a newly launched energy drink targeting college students, planned a 30-second television commercial to create a strong brand image. The advertisement featured a bright and vibrant logo to ensure instant brand recognition. A catchy and upbeat jingle was used to attract attention and improve recall. The tagline "Fuel Your Fire" clearly communicated energy, motivation, and enthusiasm. Fast-paced visuals showed college students actively participating in sports, attending classes, and studying late at night. These scenes reflected the daily lifestyle and challenges of young adults. The ad aimed to connect emotionally with students by showing relatable situations. Overall, the commercial was designed to position FizzUp as a youthful, energetic, and dependable energy drink for college life.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>I. List the elements of the advertisement used in the FizzUp commercial.</li> <li>II. Explain the role of the tagline and jingle in this advertisement.</li> <li>III. Apply suitable advertising appeals used in the FizzUp commercial.</li> <li>IV. Analyze how the creative elements influence consumer behaviour.</li> <li>V. Design a brief closing scene for the TV commercial.</li> </ol>		CO2	L1-L6

	(b)	Fill in the blanks with an appropriate answer from the alternatives given.		[05]			
	I	Advertising done to promote the image of an organization rather than a product is known as _____.			CO1, CO2, CO3	L1	
	a.	Classified advertising	b.	Institutional advertising			
	c.	National advertising	d.	Consumer advertising			
	II	_____ is a visual technique used in TV commercials.					
	a.	Voice modulation	b.	Script tone			
	c.	Jingle lyrics	d.	Camera angles			
	III	The first step in the advertising planning process is _____.					
	a.	Media selection	b.	Budget allocation			
	c.	Situational analysis	d.	Campaign execution			
	IV	_____ is NOT an element of an advertisement.					
	a.	Logo	b.	Balance sheet			
	c.	Tagline	d.	Jingle			
	V	Pre-testing of advertisements is done _____.					
	a.	Before releasing the advertisement	b.	After campaign completion			
	c.	During media buying	d.	After sales evaluation			
Q. 2		Attempt any ONE of the following.		[10]	Course Outcome	Knowledge Level	
	(a)	Analyze the AIDA model of advertising by explaining its four stages with suitable examples.			CO1	L4	
		OR					
	(b)	Examine the different types of advertising agencies by explaining their functions and areas of specialization.			CO3	L4	
Q. 3		Attempt any ONE of the following.		[10]	Course Outcome	Knowledge Level	
	(a)	Examine different advertising appeals with suitable examples.			CO2	L4	
		OR					
	(b)	Analyze how different elements of an advertisement affect consumers			CO2	L4	

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