

NEP - Semester End Examination – October 2025

Program: S.Y.B.COM (Sem-III) Course: Advertising

Program Code: UGCOM01 Course Code: NUCM305

Duration: 1 Hour

Max. Marks: 30

Instructions:

1. Question No. 1 is compulsory.
2. Either attempt Q.2 OR Q.3.
3. Figures to the right indicate full marks.

Q. 1	(a)	Case Study	[07]	Course Outcome	Knowledge Level
		Case Study Analysis: TechNova Smartphones TechNova, a new electronics company, is preparing to launch its latest smartphone. The management wants the campaign to highlight innovation, youth appeal, and sustainability. They are debating between using corporate image advertising (to establish the brand as futuristic), advocacy advertising (to promote e-waste recycling), and social advertising (to highlight digital well-being). The company also wants to use creativity through media choice-TV for reach, social media for engagement, and outdoor hoardings for visibility. The team must decide which appeals, media mix, and creative strategies will be most effective.		CO3, CO4	L3, L4, L5
	(i)	Which special-purpose advertising would best showcase TechNova's commitment to e-waste recycling?			
	(ii)	If the goal is to project TechNova as a futuristic, innovative brand, which type of advertising is more suitable?			
	(iii)	Which advertising appeal is applied when highlighting 'innovation and youth appeal'?			
	(iv)	Why would social advertising about digital well-being strengthen TechNova's brand image?			
	(v)	If TechNova uses hoardings in tech hubs, what media selection factor is being applied?			
	(vi)	Which media scheduling strategy would be effective for launching smartphones before the festive season?			
	(vii)	Analyze how combining social media with TV ads can improve campaign effectiveness.			

Q. 1	(b)	Explain the following concepts: (Any 04 out of 06)	[08]	Course Outcome	Knowledge Level
	(i)	Advertising Appeal		CO1, CO2, CO4	L2
	(ii)	Press Media			
	(iii)	Outdoor Media			
	(iv)	Brand Image			
	(v)	Creative Pitch			
	(vi)	Jingles			
Q. 2		Answer the following: (Any 02 out of 03)	[15]	Course Outcome	Knowledge Level
	(a)	Define advertising and explain its features.		CO1	L1, L2
	(b)	Describe the benefits of advertising to business firms.		CO1	L2
	(c)	Explain the types of advertising agencies.		CO2	L2
		OR			
Q. 3		Answer the following: (Any 02 out of 03)	[15]	Course Outcome	Knowledge Level
	(a)	Explain the various buying motives.		CO4	L2
	(b)	Describe the various factors affecting media selection.		CO4	L2
	(c)	Explain the various media scheduling strategies.		CO4	L2

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