

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)

CLASS: BAM
BRANCH: ANIMATION & MULTIMEDIA

SEMESTER : IV
SESSION : SP/2025

SUBJECT: AN215 ADVERTISING & NEW MEDIA

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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Q.1(a)	What do you understand by advertising?	[2] 1	1
Q.1(b)	Briefly discuss Traditional and Digital form of advertising.	[3] 2	2
Q.2(a)	What is digital revolution in advertising?	[2] 2	2
Q.2(b)	Explain different types of advertising.	[3] 2	1
Q.3(a)	What is copywriting?	[2] 4	1
Q.3(b)	What are the key aspects of visual storytelling?	[3] 4	2
Q.4(a)	What is social media advertisement?	[2] 1	1
Q.4(b)	What are the advantages of social media advertisement?	[3] 1	2
Q.5(a)	What is target audience in advertising?	[2] 2	1
Q.5(b)	Explain the benefits of Traditional advertising.	[3] 2	2

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