

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: BAM  
BRANCH: BAM**

**SEMESTER : IV  
SESSION : SP/2025**

**SUBJECT: AN215 ADVERTISING & NEW MEDIA**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
- 

		CO	BL
Q.1(a)	Discuss the key stages of campaign planning with suitable examples from a successful digital campaign.	[5] CO2	3
Q.1(b)	Explain how traditional and digital advertising strategies can be integrated to maximize advertising impact. Support your answer with a real-world case study.	[5] CO4	4
Q.2(a)	Explain the concept of influencer marketing.	[5] CO3	1
Q.2(b)	Identify and discuss key ethical principles that should guide advertisers in the digital age.	[5] CO3	2
Q.3(a)	Explain the role of data in new media advertising.	[5] CO4	4
Q.3(b)	What are some of the emerging technologies shaping the future of advertising? Explain with examples.	[5] CO5	2
Q.4(a)	Analyze any one successful advertising campaign based on Ogilvy's principles. What made it impactful?	[5] CO1	3
Q.4(b)	Discuss the role of real-time marketing and how brands can use it to build consumer engagement.	[5] CO4	3
Q.5(a)	List and explain any three things that make a digital campaign successful.	[5] CO1	1
Q.5(b)	Suggest an innovative ad campaign idea for a newly launched UG programme of a University.	[5] CO2	6

:25/04/2025:M