



PVC2MC03 – PERSUASIVE COMMUNICATION

Date: 29-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A – K1 (CO1)

Answer ALL the questions

(5 x 1 = 5)

1 Match the following

- | | | |
|----|----------------------------|--|
| a) | Fear Appeal | - (i) Decisions influenced by how information is presented |
| b) | Algorithmic Recommendation | - (ii) Relying too heavily on the first piece of information |
| c) | Framing Effect | - (iii) Netflix suggesting personalized content |
| d) | Neuromarketing | - (iv) Anti-smoking campaigns |
| e) | Anchoring Bias | - (v) Limbic system |

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Definitions

- | | |
|----|----------------------|
| a) | Pre-suasion |
| b) | Loss Aversion |
| c) | Ethical advertising |
| d) | Neuromarketing |
| e) | Influencer Marketing |

SECTION B – K3 (CO2)

Answer any THREE of the following in 100 words each.

(3 x 10 = 30)

3 Demonstrate propaganda techniques with case studies.

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| 4 | Analyze the persuasive communication techniques used for influencer marketing in social media. |
| 5 | Articulate how images, colours, typography, and symbols contribute to persuasion. |
| 6 | Apply Elaboration Likelihood Model (ELM) to explain central and peripheral routes of persuasion. |
| 7 | Illustrate the effectiveness of Cialdini's six principles of persuasion in modern marketing strategies |

SECTION C – K4 (CO3)

Answer any TWO of the following in 200 words each.

(2 x 12.5 = 25)

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|----|--|
| 8 | Distinguish the Ethos, Pathos, and Logos in contemporary media. |
| 9 | Deconstruct the key elements of a successful political campaign to understand its persuasive strategies. |
| 10 | Explain how Daniel Kahneman's concepts from <i>Thinking, Fast and Slow</i> impact persuasion. |
| 11 | Categorize the advertising appeals functions in persuasive branding campaigns with suitable examples |

SECTION D – K5 (CO4)**Answer any ONE of the following in 500 words****(1 x 15 = 15)**

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| 12 | Assess the ethical considerations in digital persuasion and algorithmic influence. |
| 13 | Criticize the success of Behavior Change Communication (BCC) strategies implemented during the pandemic. |

SECTION E – K6 (CO5)**Answer any ONE of the following in 1000 words****(1 x 20 = 20)**

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| 14 | Construct the emerging techniques in neuromarketing, and how do they influence consumer behavior with suitable case studies. |
| 15 | Formulate persuasive UX design techniques, discuss how dark patterns exploit human psychology with suitable case studies. |

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