

SEMESTER - V

COURSE - B.COM(H)

PAPER - ADVERTISING

QUESTION BANK

1. What is advertising? Explain its features and importance to various parties with relevant examples.
2. Explain the various types of advertising with relevant examples.
3. Explain in detail the various advertising objectives with examples.
4. What are the various factors affecting the advertising budget of a company?
5. Explain the various methods of setting advertising budgets.
6. Write a note on Integrated Marketing Communications.
7. Explain the concept of DAGMAR Approach in detail.
8. Write short on Audience selection in advertising.
9. Write a short note on Advertising campaigns.
10. Explain the various media types in detail listing their merits and demerits with examples.
11. What are the various factors affecting media mix selection decisions.
12. What are the various issues and considerations relating to Internet advertising?
13. Explain the media planning process in detail.
14. Explain the factors affecting media choice in detail.
15. Explain the factors affecting media scheduling in detail.
16. Explain the various types of advertising appeals with relevant examples.
17. Explain the various elements of print ad copy.
18. As an advertising manager, how can you ensure creativity in your advertising campaigns.
19. Explain the various elements of TV ads and the steps in designing them.
20. Explain the various elements of radio ads and the steps in designing them.

Advertising Effectiveness is a waste of time. Comment on this statement by explaining arguments for and against measuring effectiveness.

21. Explain the various elements of radio ads and the steps in designing them.
22. Write a note on agency-client relationship.
23. Explain the various elements of radio ads and the steps in designing them.
24. What is an advertising agency? Explain its role and types in detail.
25. List the factors to be kept in mind while selecting an ad agency.

26. Explain the reasons for evaluating ad agencies.
27. Explain the recent developments and issues relating to advertising in India.
28. What is ASCI? Explain its 4 principles in detail.
29. What are shocks ads and why are they used?
30. Give relevant examples from the Indian context for the following advertising objectives-
- Reinforcement
 - Brand Awareness
 - Sales Promotion
 - Highlighting USP
31. Explain the following types of advertising with relevant examples-
- Institutional Advertising
 - Surrogate advertising
 - Transit Advertising
 - Retail Advertising
32. Explain the role of ASCI as the watchdog of the advertising industry in India.
33. Explain the AIDA model of advertising with relevant examples.
34. 'Pancham' is introducing an Economics textbook to be used by secondary school students. The book uses an innovative methodology to teach the subject. This new book will be in line with the revised curriculum suggested by the CBSE. Pancham is expecting to get the first mover advantage as other publishers are busy revising their editions. Keeping this in mind, Pancham has approached you to enlighten them on the steps involved for devising the best media plan.
35. Many advertising agencies respond to the call for synergy among the promotional tools by acquiring PR, sales promotion and direct marketing companies and touting themselves as IMC agencies that offer one-stop shopping for all their client's promotional needs. Do you recommend in-house advertising department or outsourcing this to agencies? Discuss the issues involved.