

**SEMESTER-V**

**COURSE-B.COM(H)**

**PAPER- ADVERTISING**

**ASSIGNMENT-1**

1. A French Company ABC, has a product portfolio of perfumes among others beauty care products. It has introduced a perfume, in its international markets including India, under the brand name SK, named after the charismatic celebrity Salman Khan. The Company is trying to segment the market on the basis of gender and has decided to launch two types of SK. The perfume therefore is available in two variants, Silver for men and Gold for Women. The Perfumes are placed at Rs.500 for a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities You are required to:

- a. Analyse the decision of the company to brand the perfumes after SK. From advertising perspective would the decision be beneficial?
- b. Choose 2 suitable media for this perfume. Justify.

2. “Advertising is an imperative economic function in today’s times.” Discuss the benefits of advertising from the brand’s, consumer’s and society’s point of view.

3. Discuss factors which will influence media selection and scheduling for an automobile company.

4. Explain the following:

- a) Media mix for a newly launched detergent brand for rural markets
- b) Suitable method of budget setting for a headphones brand.

5. Write short notes on

- a) Audience selection
- b) AIDA Model

**ASSIGNMENT -2**

1. Briefly explain the following:

Ad campaign

Reach

Frequency

Reminder vs advocacy advertising

Social advertising

2. To reach rural markets, brands have to look beyond the conventional media options. Do you agree with the statement? Why?

3. Describe the concept of DAGMAR in setting advertising objectives along with its criticism.
4. Choose 4 products each which use the following scheduling patterns and justify your answers:
  - a) continuity
  - b) concentration
  - c) flighting
  - d) pulsing
5. Objective setting and budgeting go hand in hand rather than sequentially. Justify.

**CLASS TEST**  
**SET A**

1. Explain the following:  
Product Placement  
Infomercials  
Continuity Pattern  
Surrogate advertising  
5 M's of Advertising
2. Give examples from the Indian advertising industry depicting the following advertising objectives: (10 marks)  
Call to action  
Positioning  
Highlighting USPs  
Introduce a product
3. Advertising is persuasive but not forceful. Do you agree or disagree? How does sales promotion being communicated in an advertisement fit into this argument?
4. How the understanding of communication process will help the marketers to manage advertising effectively? Discuss AIDA and Lavidge models of consumer response hierarchy.
5. Read the following case and answer the questions that follow:

India's highways will become no advertising zones as the government has ordered the removal of all advertisement hoardings across the length and breadth of national highways. According to an order issued last week by the road transport and highways ministry, no hoarding will be allowed on the right of the way on national highways. The right of way also includes the 10 metre of land strip on both sides of the highway that runs along the length. India has a national highway network of one lakh km which the government has planned to double in the next four years. The ministry has formed a special team that would work on the removal of hoardings by prioritising the highways that have maximum congestion. National Highways Authority of India (NHAI) has been tasked with the inspection of all highways on immediate basis. "It has been decided that the regional and liasoning officers within their jurisdiction will inspect the NHs (national highways) by prioritising heavily trafficked NHs and other NHs in stages and submit inspection reports to the ministry for

further necessary action,” The government said. The ministry feels that advertisements cause distraction which often leads to accidents. An internal study conducted by the ministry has focused on the need to remove huge hoardings, a move which is in line with international practice. The government is working on a national roadmap to reduce the number of road accidents in India. The country has over five lakh road accidents every year on the NHs in which over 1.5 lakh people are killed. A target to reduce road deaths by half by 2020 has been set by Road Transport and Highways Minister Nitin Gadkari. The roads ministry has also launched Pradhan Mantra Surakshit Sadak Yojana with a corpus of Rs 2,000 crore to fix the black spots on highways where accidents occur regularly.

Question: Discuss the application of this decision on different stakeholders of advertising business.

**CLASS TEST**  
**SET B**

1. Explain the following:

TRP

USP

Top of the mind retainment

Topical advertising

2 demerits of advertising

2. Explain the process of media planning for Zomato in India.

3. What factors would affect the choice of media for a FMCG company in India? Explain with relevant examples.

4. Explain the following:

Product Placement

Infomercials

Continuity Pattern

Surrogate advertising

5 M's of Advertising

5. ‘Television as a medium is better than newspaper’. Discuss.

6. Read the case and answer the questions that follow:

Walt University has a challenging task ahead to attract graduates to its newly launched post-graduate curriculum in business administration. The university, in its 20 years of existence has acquired a name to produce good quality students, particularly in the fields of engineering and technology. The university has a sprawling-campus spreading over 2.8 square kilometres bestowed with lush greeneries and panoramic lakes. The natural environment surrounding the university lends a community prestige to this, educational fortress; The university is also equipped with rich libraries, labs, teaching faculties, infrastructure and IT supports health care unit, gymnasium, and other facilities. In spite of all this, the university has failed to pull enough students unlike other universities in the same state. Few problems can be cited to this regard:

- a) Admission procedure is too rigid and competitive.
- b) Advertisements for admission to various courses are posted only in two regional newspapers.
- c) A common perception of high academic standard debar ordinary students to show enthusiasm in getting admission tickets

Recently, the university has opened a public relation cell engaging a senior public relation officer that has started campaigning with advertisements in newspapers, cable TV, and outdoor hoardings in prime positions to drive out misconceptions among students and their guardians. Announcement of few scholarships for top ranked students and waiving of the tuition fees up to fifty per cent for poor but academically deserving students is also a part of this promotion, the campaign at the same time focuses on social orientation, value system, performance: and other positive features. This promotion programme has, indeed enabled the university to attract a large chunk of students from different socio-economic strata and improves the roll strength significantly. A good communication programme obviously has helped to reach target groups and build conviction amongst potential students.

Questions:

- a. Apply AIDAS model to examine the effects of its components to reach the communication objectives for Walt University
- b. Choose 2 suitable media for this university and justify

### **MULTIPLE CHOICE QUESTIONS**

1. \_\_\_\_\_ conduct market research, consumer research, product research and advice the manufacturer on product design or package design, pricing of product channels of distribution.
  - a) Advertisement research
  - b) Advertisement agency
  - c) Advertisement Developers
  - d) Advertisement Creators

Answer: b

2. Which of the following is not the criteria for selecting the advertising agency?
  - a) Rates Charged
  - b) Management
  - c) Location
  - d) Suitability

Answer: c

3. Direct mail advertising sends messages through
  - a) Audio
  - b) Video
  - c) Mail
  - d) None of these

Answer: c

4. \_\_\_\_\_ is a very deliberate media, requiring long term planning, the gaining of approval from the authority and also lacking flexibility.
- a) Radio Advertising
  - b) Television Advertising
  - c) Outdoor Advertising
  - d) Press Advertising

Answer: b

5. Which of the following is not the benefit of post testing?
- a) To make communication more effective from readers points of view.
  - b) To measure the memory value of advertising.
  - c) To find out the extent to which the ad has been noticed, seen or read.
  - d) To find the extent to which the message is understood by the readers

Answer: a

6. \_\_\_\_\_ refers to the pattern of timing of an advertising which is represented as plots on a flowchart on a yearly basis.
- a) Media Strategy
  - b) Media Scheduling
  - c) Media Selection
  - d) Media Purchasing

Answer: b

7. In which of the following advertising, manufacturers provide various articles of low value free of cost to the existing and prospective customers?
- a) Purchase Point Advertising
  - b) Speciality Advertising
  - c) Video Advertising
  - d) None of these

Answer: b

8. \_\_\_\_\_ concentrate on advertising message relating to only one product of a particular company
- a) Sponsored Advertising
  - b) Straight Advertising Films
  - c) Sky Advertising
  - d) Tall Man Advertising

Answer: b

9. A watch company may advertise that those who were successful in climbing Mount Everest had with them the watches of the company thus proving their excellent quality is an example of
- a) Colloquial Copy
  - b) Scientific Copy
  - c) Personality Copy
  - d) Topical Copy

Answer: d

10. \_\_\_\_\_ are small sentences that seem to come out the mouth of the people shown in the ads.
- a) Captions
  - b) Sub-Headlines
  - c) Body Copy
  - d) Slogans

Answer: a