

QUESTION BANK

1. Define advertising. What are the various features of advertising?
2. Money spent on advertising is a waste. Do you agree?
3. "Advertising is an imperative economic function in modern business". Discuss the objectives and utility of advertising from the marketer's and consumer's point of view.
4. Is advertising changing social and cultural values related to consumption patterns of the Indian consumers? Justify your answer in the context of increasing consumption of fast food and junk food.
5. Explain how audience selection affects the message and media decisions in advertising.
6. Distinguish between advertising and publicity.
7. Write a short note on Audience Selection.
8. Distinguish between primary demand advertising and secondary demand advertising, giving examples of each.
9. Write a short note on cooperative advertising.
10. What do you mean by social advertising? Give examples.
11. Distinguish between direct action advertising and indirect action advertising.
12. Write short notes on:
 - (a) Shock Advertising
 - (b) Teaser Advertising
13. What is advertising? Distinguish between the following types of advertising giving examples.
 - a. Comparative advertising vs Surrogate advertising
 - b. Reminder advertising vs Advocacy advertising
14. Identify the type of advertising in the following cases and give reasons.
 - a. An advertisement by Marks and Spencer as "Stay smart and wrinkle free even after the busiest of days"
 - b. An advertisement by Seagram Imperial Blue Superhits CD's "Men will be Men"
 - c. An advertisement by Maruti Udyog Ltd. Showing a comparative analysis of Wagon R, Santro car and other cars on the basis of price, mileage, engine, interiors and leg-room
 - d. An advertisement by Gujarat Tourism "Khushboo Gujarat Ki"
15. Write a short note on Surrogate Advertising.
16. What is communication? Explain the various elements in the communication process in the context of marketing.
17. "Marketing communication occur in distinct phases at cognitive, affective and behavioral level". Based on this statement, explain the AIDA model?
18. Define DAGMAR model. Explain how marketers can use DAGMAR to establish objectives. What are some of the problems associated with the use of DAGMAR model?
19. What are the various communication objectives of advertising? Explain with the help of examples.
20. Discuss the important methods of setting advertising budget.
21. What are the various factors influencing the advertising budget of a company?
22. Write short notes on:
 - a. Affordable Method of setting advertising budget
 - b. Competitive Parity Method of setting advertising budget
 - c. Percentage of Sales Method of setting advertising budget

- d. Objective and Task Method of setting advertising budget
23. What do you mean by the term 'Media Planning'? What are the various decisions to be taken while drawing the media plan of an organization?
 24. What do you mean by media scheduling? What are the various scheduling methods that an advertiser may choose from for advertising his product?
 25. Discuss the various factors affecting media scheduling decisions.
 26. Evaluate newspapers and magazines as a medium of advertising.
 27. Discuss the advantages and disadvantages of advertising on radio.
 28. "Television advertising appeals through both eyes and ears." What are the other advantages that this medium offers to the advertisers? Does it suffer from some drawbacks?
 29. Discuss the various factors affecting the choice of an appropriate medium for advertising.
 30. Write short notes on:
 - a. Direct Mail Advertising
 - b. Cinema Advertising
 - c. Outdoor Advertising
 - d. Point-of-Purchase Advertising
 31. Which advertising media and media vehicles (various options available within the chosen medium) would you suggest for advertising the following products? Give reasons.
 - a. Sports Shoes
 - b. Car Batteries
 - c. Books
 - d. Herbal Shampoo
 - e. Women Cosmetics
 - f. Refrigerator
 - g. A new brand of noodles
 - h. Animated/Cartoon DVDs for children
 - i. Mobile phones
 32. "To reach to rural markets, marketers need to look beyond the conventional media options". Do you agree with the statement? Why?
 33. "To reach to rural markets, marketers need to look beyond the conventional media options. Do you agree with the statement? Why?
 34. Compare internet advertising with traditional advertising. Which one do you think is more effective?
 35. "Interactive media and expansion of Internet is giving an extended dimension to advertising In the light of the above statement, discuss the benefits of advertising on the Internet.
 36. "Advertising copy is the heart of an advertisement". Discuss the importance and elements of a good advertisement copy.
 37. Discuss some print copy principles that an advertiser should keep in mind.
 38. What points should an advertiser keep in mind while deciding about the advertising copy for a radio ad and a television ad?
 39. Discuss the various types of radio advertising.
 40. Discuss the various types of television advertising.
 41. Write short notes on
 - a. Radio Copy

- b. Jingles
 - c. Illustrating
 - d. Layout
42. Discuss the basic principles of preparing the layout for a print ad.
 43. What are the various types of layout available to advertisers? Give suitable examples.
 44. How do effective heading, illustration, colour, typography and testimonial help in capturing the attention of the target audience?
 45. What are the essentials for an effective advertising copy for print media? Also explain how does effective visual, slogan, logo, colour and proper illustration help in capturing the attention of the target audience?
 46. What are the various kinds of advertising appeals used by an advertiser? Give examples of each.
 47. What is an advertising appeal? What kind of appeal would be appropriate for the following products?
 - a. Fertilizer
 - b. Baby Products
 - c. Fans

Also give a brief headline for any one of the above products according to the appeal suggested.
 48. One of the advertiser's most important creative strategy decisions involves the choice of an appropriate appeal. Explain the following appeals giving suitable examples.
 - a. Price Appeal
 - b. Positive Emotional Appeals
 49. Write a note on humour appeals in advertising. Why are humour appeals so popular with the advertisers?
 50. Evaluate 'fear' as an advertising appeal.
 51. What points should an advertiser keep in mind while deciding about the appeal to be used in advertisements?
 52. Suggest an advertising appeal for the following products.
 - a. Fairness Cream
 - b. Charity Organisation
 - c. Luxury Car
 - d. Shampoo
 - e. Baby Products
 - f. Organic Food
 53. Discuss the need and importance of measuring advertising effectiveness.
 54. What are the common methods of measuring advertising effectiveness?
 55. What do you mean by pre-testing of an advertisement copy? Discuss the various methods for pre-testing of an advertisement.
 56. What are the various post-testing techniques available to a marketing manager to test the effectiveness of the advertisement?
 57. Define an advertising agency. What are the functions of an advertising agency?
 58. Explain the organisation structure of an advertising agency, mentioning its main departments.
 59. What is the difference between a full-service agency and a limited service agency?
 60. Write short notes on:

- a. Creative Boutiques
 - b. Media Buying Agencies
 - c. Client-Agency Relationship
 - d. Full-Service Advertising Agency
 - e. Methods of compensating advertising agency
61. What are the pros and cons of using an in-house advertising agency?
 62. What factors should be kept in mind while selecting an advertising agency?
 63. Discuss the criteria for selection of advertising agency.
 64. What is personal selling? Explain its nature and significance.
 65. Discuss the objectives and importance of personal selling.
 66. Distinguish between personal selling, salesmanship and sales management.
 67. Explain various types of selling situations.
 68. Explain various types of salespersons giving examples.
 69. Explain the various essentials for effective salesmanship.
(Hint: Meaning of Salesmanship, Skills needed, Qualities of a salesman, Knowledge that a salesman should possess)
 70. "It is important for a salesperson to understand the motivation theories". Do you agree? Explain Maslow's theory of Need Hierarchy.
 71. Explain the rational buying motives of consumers with examples.
 72. Define the concept of relationship marketing. What role does personal selling play in relationship marketing?
 73. Write a short note on sales as a career.
 74. Discuss the role of personal selling in CRM.
 75. What are the various career opportunities in selling? How can selling be made an attractive career?
 76. What is prospecting? Explain the methods of identifying the prospects in personal selling.
 77. What is 'Approach' in personal selling? Explain different methods of approaching a prospect by a seller.
 78. Discuss, in detail, the types of objections and strategies for handling objections. Also support your explanation by giving suitable examples.
 79. Why is customer follow-up an important stage in personal selling process?
 80. What is meant by closing the sale? Discuss the various techniques of closing a sale.
 81. What do you understand by 'Pre-approach'? Explain the steps involved in the pre-approach stage of personal selling.
 82. Why 'close' has to be initiated in sales process? Define various types of close in personal selling.
 83. What is the significance of follow-up in ensuring effective sales process?
 84. Briefly discuss the methods of handling objections in sales process.
 85. Write short notes on:
 - (a) Closing the sale
 - (b) Essentials of a good sales presentation

