



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code: BA(JMC)202

Course Name: Basics of Advertising

Practice Questions (Theory)

Unit 1	
1.	What is advertising and what is the importance of advertising
2.	What are the features of advertising?
3.	What is the importance of advertising?
4.	What are the latest trends in advertising?
5.	What is the role of advertising in Marketing Mix?
6.	What are the various types of advertising?
7.	Explain the Stimulus, Hierarchy model and AIDA model of advertising
8.	Explain ethical issues in advertising
9.	What are the economic and social impact of advertising?
10.	What are other ways of communications and how are they integrated with advertising?
11.	What are the elements of promotion?
12.	What are the social and economic benefits of advertising? Does advertising really contribute to improve our standard of living?
13.	What is advertising? How would you rate its social and economic impact?
14.	The major purpose of advertising is to influence the buying behavior. Does this influence bring any significant change in the market? Briefly discuss about the factors behind the influence.



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

15.	Advertising is commercial communication – Do you support this view? Discuss with examples.
16.	Brand loyalty is not just limited to the attributes but to other tangibles benefits as well. Discuss.
17.	Define Advertising and trace its historical development.
18.	The social context of advertising has changed in the last decade. Discuss
19.	How many types of Advertising are you aware of? Explain any two of these in detail examples.
20.	What is corporate advertising? Why do organizations launch corporate campaign? Explain.
21.	Advertising is often accused of being unethical. Do you subscribe to this view? Give your views on the need for ethics in advertising
22.	What do you understand by ethics in advertising? Does the projection of women in advertising violate ethics? Discuss with recent examples.
23.	What do you understand by ethics in advertisement? Are the ethics being followed in Indian advertisements? Explain with examples.
Unit 2	
24.	What are some creative and message strategies
25.	What is the importance of creativity
26.	What are the steps to develop and good story board
27.	What are the essentials of a good copy
28.	There is a creative impact of advertising. Do you agree? Describe two elements in the job of advertng.
29.	There is a creative impact of advertising. Do you agree? Describe two elements in the job of advertng.



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

30.	Does advertisement layout start with visualization? What are the elements of ad layout? What should be the main principles of print media ad layout for a Polio Eradication Campaign?
31.	Emotional Sales Promotion is now an integral part of Advertising. Discuss with reference to television commercial with "India" as its theme.
32.	What is a brand? Explain what you understand by brand management
33.	What is Brand positioning? Discuss with examples.
34.	Good advertising creates market segmentation. Do you agree?
35.	What are the elements of advertising copy? Illustrate.
36.	Copy is the core of advertising – Do you agree with this statement? What are the essential elements of a good advertising? Why? Give your answer with examples.
37.	Discuss the importance of slogan in an advertisement copy. What are the points one should remember while writing slogan? Mention two recent slogans you liked most with reasons.
38.	Why is the use of brand increasing in advertisement campaign? What are the characteristics of brand positioning? Discuss.
Unit 3	
39.	What are the functions of an advertising agency
40.	Explain the structure of an advertising agency'
41.	Advertising Agencies offer specialized knowledge, skills and experience which are required to produce an effective advertising campaign – Discuss briefly the areas of agency activities with reference to the above statement, why? Give your answers with examples.
42.	Research has become an integral part of the functioning of Advertising agencies?
43.	Give an outline of different functions of Advertising agencies with special reference to research.



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

44.	What is advertising agency? Explain the role of a copywriter in advertising agency with reference to some recent print media advertisements.
45.	Discuss the criteria of selecting media for advertisement. Suppose you are in charge of launching advertisements for a 'private management college' what will be your priority in selection of media?
46.	Discuss the role of copy-writer in an advertising agency?
47.	What is the difference between newspaper advertising and TV advertising? Explain
48.	Research in Advertising is not just limited to feedback, but is the first step in the Advertising process. Discuss.
49.	Discuss the different creative strategies involved in producing television commercials.
Unit 4	
50.	What are the different types of pre testing and post testing research
51.	Explain the advertising process
52.	What are the different types of advertising budgets?
53.	The increase in the number of media outlets has made media planning a very specialized job. Do you agree? Explain.
54.	Do you think that the modern advertisements provide boost to consumerism? Discuss with examples.
55.	What are the different stages in the creation of a successful Brand?
56.	Create a 30 seconds story board for an FMCG targeted at the youth.
57.	What is advertising campaign? Discuss how campaign is planned in various stages and executed?
58.	Why market research is important in advertising. Discuss briefly how it is conducted?



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

59.	What do you understand by advertising campaign? Does it depend on media planning? Prepare a media plan for a polio vaccine campaign.
60.	Is research needed in advertising? How do the advertising agencies view research before preparing an advertising campaign? Does it strengthen market communication?
61.	What do you understand by media planning? What is its relevance in the context of product campaign?
62.	What has got its ethics to do with advertising? Explain with examples.
63.	Discuss the role of research in planning advertising
64.	Explain the difference between radio and TV advertising highlighting their respective.
65.	Discuss the characteristics of outdoor advertisement. Do you think the importance of outdoor advertisement is increasing with the popularity of shopping mall culture? Justify with examples.
66.	What do you understand by Surrogate advertising? Explain.
67.	What are the main elements of advertising budget?
68.	What are the different steps of advertising campaign? Discuss the necessity of such campaign.
69.	What according to you must be the fundamental elements of ideal Code of Ethics for advertising?



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>