



**BHARATI VIDYAPEETH'S**  
**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**  
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Course Code: BAJMC-202

Course Name: Basics of Advertising

## Practice Questions (Practical)

### UNIT-I

1. Please create an outline of a newspaper advertisement for a product of your choice using the AIDA model of advertising. Discuss the importance of this model in advertising and how it can be applied to different types of products.
2. Prepare a marketing mix plan for Bharati Bank. Develop a comprehensive plan and explain the reasoning behind your decisions.
3. Explain content development for digital media and digital advertising. Using a topic of your choice, create an engaging and informative piece of content for a digital platform.
4. Write a copy for outdoor media advertisements such as billboards and transit media. Choose a product or service and create a compelling ad that captures the attention of your target audience.
5. Develop a print ad for a mobile brand of your choice. Use your creativity to design an ad that stands out and effectively communicates the product's key features.
6. Analyze different types of advertisements on social media. Choose a platform and analyze the effectiveness of various ads. Share your findings with the class.
7. Develop slogans and logos for different products and services. Choose a product or service and create a memorable slogan and logo that effectively communicates its unique value proposition.
8. Develop a storyboard for a product of your choice. Use your creativity and storytelling skills to create a compelling visual narrative that effectively communicates the product's key features and benefits.
9. Analyze case studies of successful digital ad campaigns such as Flipkart. Evaluate these campaigns and identify the key factors that contributed to their success.
10. Collect different types of advertisements such as print ads, TV commercials, and digital ads. Analyze these ads and identify the unique features that make them effective.
11. Exploring the statement "Advertising is a form of mass communication". Discuss this statement in detail and describe the various elements of the marketing communication mix.
12. Discuss the importance of ethics and social responsibilities in advertising. Using examples, explain how advertisers can ensure that their campaigns are ethical and socially responsible.
13. Create an audio-video advertisement for a brand of your choice. Use your creativity to develop an ad that effectively communicates the product's key features and benefits.
14. Develop an ideal code of ethics for advertising. Discuss the fundamental elements that should be included in this code and explain how it can help ensure ethical and responsible advertising practices.

## UNIT – II

15. Describe a process to determine whether a segment is attractive and worth pursuing. Identify the criteria that you will use to evaluate segments and explain why these criteria are appropriate.
16. Discuss a brand positioning strategy for a new FMCG product. Discuss the various positioning strategies that you can use and explain why you have chosen them.
17. Explain demographic segmentation and its application in product marketing. Identify the types of products for which demographic segmentation is appropriate and justify your answer.
18. Write a script for a corporate ad film. Use your creativity to develop a compelling story that effectively communicates the brand's values and message.
19. Make a Print Ad Campaign for a product of your choice. Develop at least two ads in different formats such as a poster and a magazine ad.
20. What segmentation methods would you suggest for a small entrepreneur starting their own business selling gourmet chocolates. Identify the most appropriate segmentation methods and justify your answer.
21. Develop a jingle-based radio advertisement for a public service advertisement. Use your creativity to develop a catchy jingle that effectively communicates the message.
22. Identify various segments in the market for a pet supply store and then developing potential targeting strategies. Describe the segments and justify the best targeting strategy to use.
23. Prepare a layout storyboarding for a documentary. Use your creativity to develop a visual narrative that effectively communicates the story.
24. Conduct a comparative study of brands in the same product category. Analyze the various brands and identify the factors that contribute to their success.
25. You have been asked to evaluate the attractiveness of a group of identified potential segments. Identify the criteria that you will use to evaluate segments and explain why these criteria are appropriate.
26. Study the top 10 brands and analyzing what makes them differentiated and valued. Identify the key factors that contribute to their success and discuss how these factors can be applied to other brands.
27. Find examples of advertisements that use different appeals. Analyze these ads and identify the unique features that make them effective.
28. Develop content for a brand's website and social media handles. Choose a brand and create engaging and informative content that effectively communicates the brand's message.
29. Prepare a billboard for the Bharati Vidyapeeth Institute using Adobe Photoshop and Adobe InDesign software. Use your creativity to design a billboard that effectively communicates the message.
30. Discuss whether advertisement layout starts with visualization and identify the key elements of ad layout. Additionally, explain the main principles of print media ad layout for a Polio Eradication Campaign.

### UNIT – III

31. Analyze the significance of strategic planning for an organization. Identify the key components of a strategic plan and discuss how it can help organizations achieve their goals. Additionally, suggest measures to manage and control marketing programs.
32. Case studies of leading Advertising agencies.
33. Study the marketing strategies used for establishing products/brands. Choose a product or brand and analyze the various marketing strategies that were used to establish it.
34. Presentation on the current status of advertising agencies in India. Discuss the leading advertising agencies and their approaches to advertising and marketing.
35. Explore the aspects that advertisers should consider while selecting an advertising agency. Identify the key factors that advertisers should consider when selecting an agency and explain why these factors are important.
36. Create a 30-second storyboard for an education institute targeted at the youth. Use your creativity to develop a visual narrative that effectively communicates the institute's values and message.
37. Conduct a SWOT analysis of a brand of your choice, identifying its strengths, weaknesses, opportunities, and threats. Use your analysis to develop insights into the brand's current position in the market.

### UNIT – IV

38. Develop a dummy marketing plan for launching a new product or service of your choice. Use your creativity to develop a comprehensive plan that effectively communicates the product's features and benefits.
39. Presentation of social marketing campaigns conducted by the government for community welfare. Identify the campaigns and analyze their effectiveness in achieving their objectives.
40. Study success stories and failure stories of brands in India. Choose a brand and analyze the factors that contributed to its success or failure in the market.
41. Write a one-page description of your company and advertising idea. Address the provided questions in your description to ensure that your idea is effective and well-rounded.
  1. What type of product/products do you intend to sell and please give a brief description of your company.
  2. Does the ad have any characteristics that might annoy people and contribute to poor public relations for the business?
  3. Does the ad provide excitement?
  4. Does the ad sell merchandise or services, or does it merely announce them?
  5. Does the ad provide an opportunity for an adequate selling message?
  6. Does the medium reach the largest number of prospects at the lowest cost per prospect?
  7. Does the ad fit the type of business in terms of prestige and distinction?
42. Write the process of conducting advertising research. Discuss the various steps involved in conducting research and explain why research is important in advertising.
43. Discuss advertisement evaluation techniques such as pre-testing, concurrent testing, and post-testing. Identify the advantages and disadvantages of each technique and explain how you will use them to evaluate the effectiveness of advertising campaigns.

44. Discuss approaches and procedures for determining the size of the advertising budget for a clothing brand. Identify the various factors that influence the budget and discuss how they can be used to determine the appropriate budget.
45. Prepare a media schedule for the advertising campaign of an automobile brand. Choose a brand and develop a comprehensive media plan that effectively reaches the target audience.
46. Formulate a creative strategy, advertising budget, and media plan for a hypothetical advertising campaign. Use your creativity to develop a compelling campaign that effectively communicates the product's message and features.

\*\*\*\*\* **Wish you luck!** \*\*\*\*\*