

**SRR & CVR Government degree College (A), Vijayawada**

**B.Com (General & CA)**

**Sem- V/VI: Advertising and Media Planning- (2022-23)**

**Question Bank**

**Section -A- Short Answer Questions**

**Unit-I:Introduction**

- 1) What is advertising?
- 2) Explain the significance of advertising?
- 3) Functions of Advertising.

**Unit - II: Strategies of Advertisements**

- 1) Define Advertising Agencies?
- 2) Functions of advertising agencies.
- 3) Advantages of DAGMAR approach.
- 4) Objectives of DAGMAR approach.
- 5) Explain the Advertising Campaigning process

**Unit-III: Process of Advertisement**

- 1) Process of Advertising.
- 2) Importance copy testing.
- 3) Issues in the creation of copy testing.
- 4) Slogan elements of design.
- 5) Principles of design Slogans.

**Unit-IV: Media Planning**

- 1) Explain the components of media planning.
- 2) Explain the process of Media planning.
- 3) What are factors affecting media planning.
- 4) Advantages of print media. .
- 5) Types of Electronic media.
- 6) Advantages and disadvantages of electronic media.
- 7) Importance Media planning.
- 8) Benefits of Media planning.

**Unit-V: Analysis of Market Media**

- 1) Explain the elements of Media Strategy.
- 2) Media market analysis.
- 3) Target market analysis.
- 4) Nature of Media Analysis.
- 5) Explain the elements of Media Strategy

## **SECTION -B- ESSAY QUESTIONS**

### **Unit - I: Introduction**

- 1) What is advertising? Explain the nature and scope of advertising.
- 2) Define Advertising? Explain the functions of Advertising?
- 3) Explain the social, ethical and economic aspects of advertising?
- 4) Discuss about Advertising as a Marketing Tool?
- 5) Write about Process for Promotion of Business Development ?
- 6) Discuss about Criticism of Advertising?

### **Unit - II: Strategies Of Advertisements**

- 1) What is Advertising Agencies? Explain the types of advertising agencies.
- 2) Explain the strategies of advertising agencies in creating advertising.
- 3) Discuss about the objectives of advertising agencies. .
- 4) Explain the Role/ objectives of advertising standard council of India (ASCI).
- 5) Discuss about DAGMAR approach in detail.

### **Unit-III: Process Of Advertisement**

- 1) What is advertising? Explain the creativeness and communication in advertising.
- 2) Discuss about Creative Thinking. .
- 3) Discuss about Advertisement Appeal.
- 4) Explain different types of Advertisement Appeal
- 5) Discuss about Advertisement Copy Writing. Explain the elements of it.
- 6) Explain the importance and techniques of copy testing.
- 7) Write about Slogan elements of design.

### **Unit-IV: Media Planning**

- 1) What is advertising Media? Explain the role of advertising media. .
- 2) Explain the different types of Media.
- 3) What is the meaning of Print Media? Explain different types of print media.
- 4) Explain the differences between print media and electronic media.
- 5) What is the meaning of selection of media? Explain the characteristics of it.
- 6) Explain the factors that are affecting media selection.

### **Unit-V: Analysis of Market Media**

- 1) Discuss about Media Strategy.
- 2) Explain the Types of Media Strategies.
- 3) Discuss about Media market analysis.
- 4) What is Media choice? Explain the factors influencing media choices.
- 5) Discuss about timing and frequency content Media Strategy.
- 6) Write about languages and geographical issues.