

Question Bank

S.Y.Bcom

Subject :- Advertising II

1. Explain briefly the forms of Internet advertising.
2. What do you mean by out-of-home advertising? What are its Advantages?
3. What is media research? Explain its importance.
4. Explain the limitations of Print advertising.
5. Discuss the advantages of internet advertising.
6. Write in brief about the Doordarshan Code for advertisers.
7. What are the advantages of the broadcast media?
8. Discuss the limitations of the digital media
9. Explain the importance of media research.
10. Explain the steps in planning of advertising campaign.
11. What are the factors determining advertising budget?
12. Explain briefly media scheduling strategies.
13. What are the steps while planning the advertising campaign?
14. Discuss briefly the factors affecting an advertising budget.
15. There are several aspects to be considered while selecting media for Advertising". Discuss
16. Explain the steps in the planning of advertising campaign.
17. What is creativity in advertising? Explain its importance.
18. What are the methods of setting the advertising budget?
19. Elaborate on the concept of Creative Brief in advertising with the help of any one practical example.
20. Describe the various types of buying motives.
21. Explain the various limitations of celebrity endorsements in Advertising.
22. What is creativity in advertising? Explain its importance.
23. What are buying motives? What are the types of buying motives?
24. Explain the meaning of advertising appeals. What are the different types of appeals?
25. Distinguish between high involvement and low involvement products
26. What are the essentials of copywriting?
27. Describe execution styles used in television advertising.
28. Explain the meaning and the objectives of pre -testing advertising
29. Discuss the principles of a layout.
30. Explain the importance of Jingles in broadcast ads.
31. Distinguish between pre-testing and post-testing methods of advertising evaluation.
32. Discuss briefly the importance of jingles and music used in advertising
33. What are the principles of effective layout in print advertisements?
34. Examine the different methods of pre-testing advertising.

Write Short Notes

- a. Doordarshan code
- b. Audit Bureau of Circulation
- c. Selling Points

- d. Media Objectives
- e. Media planning
- f. Newspaper advertising
- g. Unique selling proposition
- h. Slogan
- i. Story Board
- j. Media objectives
- k. DAGMAR model
- l. Media scheduling strategies
- m. Any 6 elements of copy
- n. Appeals
- o. Any 5 types of execution styles used in advertising

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