

**Agashi Virar Arnala Education Society's  
Padmashree Bhausaheb Vartak College  
Question Bank\_Advertising I**

**Module 1:-**

- Define IMC and its features.
- Write distinguish between Advertising and Publicity.
- Explain the functions of advertising.
- Explain the meaning IMC. What is the role of advertising within IMC?
- Define advertising. Who are the active participants of advertising?
- Discuss the classification of advertising on the basis of geographic area.

**Module 2:**

- Elaborate Creative Pitch.
- What are the career options in Advertising.
- Write the types of ad agencies.
- Define an Advertising agency. Explain the various services offered by an advertising agency
- Describe the skills required for a career in Advertising?
- Explain the ways in which advertising agencies are compensated for their services.
- Discuss the structure of ad agency.

**Module 3:-**

- Discuss the importance of truth in advertising.
- Explain the economic impact of advertising.
- Write a detailed note on pro bono advertising.
- Discuss the impact of advertising on Indian culture.
- What is the role of social advertising in a country like India?
- Discuss the effect of advertising on consumer demand.
- Elaborate the forms of untruthful advertising.

**Module 4:-**

- Explain the communication process in advertising.
- Elaborate political advertising.
- Explain the features of Corporate Image advertising.
- What are the factors influencing brand equity?
- Write a note on Green Marketing.
- Difference between Brand Image and Brand Equity

**Write Short Notes on any four of the following.**

- Active Participants of Advertising
- Self-Regulation of Advertising
- Communication Process
- Brand Equity
- Role of ASCI
- Target Audience
- Any five benefits of advertising.
- Pro bono Advertising
- AIDA
- Importance of truth of advertising.

- Career Options in Graphics and Animation
- Features of Green Advertising

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