

Shri Guru Nanak Degree College

Preet Vihar, Rudrapur

Class: B.Com (Hons.) Semester V

Subject: Advertising & Sales Management

Long Answer Questions

1. Define the communication process. Explain its components in detail.
2. Discuss the nature and importance of communication in marketing.
3. What are the major obstacles in the communication process?
4. Explain the role of communication in perception and attitude change.
5. Describe the different elements of the promotional mix with examples.
6. How is communication applied in marketing strategies?
7. Explain the functions of advertising in modern marketing.
8. Discuss advertising as a tool for social and economic change.
9. What is the role of advertising in building corporate image?
10. Define consumer psychology. How does it influence advertising?
11. Discuss the importance of advertising in modern marketing.
12. Explain the DAGMAR approach in advertising objectives setting.
13. Describe the various types of advertising with examples.
14. What is the advertising planning process? Discuss it step-by-step.
15. How can companies measure the effectiveness of advertising?
16. Differentiate between advertising and sales promotion.
17. Describe the various forms of sales promotion.
18. Explain the major tools used in sales promotion.
19. Discuss the integration of advertising and sales promotion.
20. What ethical issues are involved in advertising?
21. Discuss the problems faced by advertising agencies in India.
22. What are the prospects of advertising in the Indian market?
23. Describe the importance of integrated marketing communication (IMC).
24. How does advertising influence consumer behavior?

25. What is the role of creativity in advertising?
26. Explain how communication helps in attitude change in consumers.
27. Discuss the advantages and limitations of advertising.
28. What are the various types of media used in advertising?
29. Explain the concept and steps of media planning.
30. What is personal selling? How does it differ from advertising?
31. Explain the budgeting process for advertising.
32. What is the impact of digital media on advertising?
33. Explain how to evaluate the performance of a sales promotion campaign.
34. What are the key characteristics of an effective advertisement?
35. Describe the role of celebrity endorsement in advertising.
36. What are the legal aspects of advertising in India?
37. How is advertising regulated in India?
38. Explain rural advertising and its importance.
39. Discuss the challenges in creating cross-cultural advertisements.
40. Explain how a company should choose its advertising agency.
41. Define emotional and rational appeals in advertising.
42. What is media scheduling? Discuss its types.
43. How do you evaluate the reach and effectiveness of advertising?
44. Explain the concept of brand positioning through advertising.
45. How does ethics influence advertising content?
46. What are the effects of misleading advertisements?
47. Explain the role of visual elements in advertisements.
48. What is comparative advertising? Explain with examples.
49. Describe the effect of repetition in advertising.
50. How can feedback in the communication process improve ad performance?

Short Answer Questions

1. What is communication?
2. Name any two components of communication.
3. Define promotional mix.

4. What is perception?
5. Define attitude change.
6. Name any two tools of promotion.
7. What is the function of advertising?
8. Mention any two social impacts of advertising.
9. Define consumer psychology.
10. What is DAGMAR?
11. List two types of advertising.
12. What is media planning?
13. Define sales promotion.
14. What are coupons in sales promotion?
15. What are point-of-sale displays?
16. Define ethics in advertising.
17. Name any two problems of advertising.
18. What is image building?
19. Mention one objective of advertising.
20. What is the difference between pull and push strategy?
21. Name two sales promotion techniques.
22. What is brand recall?
23. What is feedback in communication?
24. What are the barriers to communication?
25. What is mass communication?
26. Define the term "target audience".
27. What is the AIDA model?
28. Define public relations.
29. What is comparative advertising?
30. Define surrogate advertising.
31. What is teaser advertising?
32. Mention one advantage of advertising.
33. Define product advertising.
34. What is a tagline?

35. What is the role of slogans in ads?
36. Name one traditional media for advertising.
37. What is testimonial advertising?
38. Define advertising campaign.
39. What is the meaning of reach?
40. Define frequency in advertising.
41. What is CPM in media buying?
42. What is media mix?
43. Define event marketing.
44. What is guerilla marketing?
45. What is puffery in advertising?
46. Define clutter in advertising.
47. What is ROI in advertising?
48. What is mobile advertising?
49. Define online advertising.
50. What is viral marketing?

Very Short / One-Word / Objective Type Questions

1. Full form of DAGMAR –
2. Communication process ends with –
3. AIDA stands for –
4. One paid form of promotion –
5. Example of non-personal communication –
6. Full form of IMC –
7. Personal selling is (paid/unpaid) –
8. One element of promotional mix –
9. Billboard is an example of –
10. Newspaper is a (print/digital) media –
11. Brand ambassador is used in –
12. Tug of war between companies in ads is called –
13. Ethics in advertising deals with –

14. “15% extra” is an example of –
15. Example of free sample –
16. Communication begins with –
17. Communication ends with –
18. Advertising targets – (mass/individual) audience
19. $\text{Reach} \times \text{Frequency} =$ –
20. TV is a – (visual/audio/AV) media
21. Puffery means –
22. Tagline of Nike –
23. Best media for rural advertising –
24. FMCG means –
25. One tool of sales promotion –
26. CPM means –
27. ROI stands for –
28. Outdoor media example –
29. Meaning of surrogate advertising –
30. Example of digital ad –
31. Full form of PR –
32. Ethical advertising avoids –
33. Advertising is a (short/long)-term strategy
34. One type of consumer promotion –
35. Ad repetition leads to –
36. Example of ATL promotion –
37. One limitation of advertising –
38. Advertising budget is a part of –
39. Logo helps in –
40. Eye-catcher in ads –
41. Consumer behaviour is part of –
42. One example of sales promotion tool –
43. Mobile app promotion is –
44. Newspaper ad cost depends on –

- 45. In DAGMAR, R stands for –
- 46. TV ad is costly because of –
- 47. One example of brand personality –
- 48. Call to action is found in –
- 49. Influencer marketing uses –
- 50. Sales promotion aims to boost – (short/long)-term sales

