

# Unit I: Introduction to Advertising

## □ Long-Answer Questions

1. Define advertising. Explain its scope and importance in modern business.
2. Discuss the role of advertising in India's economic development.
3. Evaluate the impact of advertising on social development in India.
4. What are the ethical issues commonly found in Indian advertising?
5. Explain the truthfulness dilemma in Indian advertising with examples.
6. Describe how advertising supports other marketing functions.
7. Discuss the evolution of advertising in India post-liberalization.
8. Differentiate between informative and persuasive advertising.
9. Assess the relationship between consumer trust and advertising ethics.
10. How can advertising contribute to responsible consumer behavior?

## □ Short-Answer Questions

1. What is meant by advertising?
2. Mention two scopes of advertising.
3. Define "business advertising".
4. Give one example of unethical advertising.
5. How does advertising influence society?
6. Name one advertising regulation authority in India.
7. What is "truth in advertising"?
8. Mention one social benefit of advertising.
9. What role does advertising play in brand awareness?
10. Name one ethical principle in advertising.

## □ MCQs

1. Advertising is primarily aimed at:
  - A. Production increase
  - B. Creating awareness ☒
  - C. Profit accounting
  - D. Tax planning
2. A key function of advertising is:
  - A. Bookkeeping
  - B. Customer complaint resolution
  - C. Informing and persuading ☒
  - D. Hiring staff
3. One economic benefit of advertising is:
  - A. Increases corruption
  - B. Boosts competition ☒
  - C. Reduces production

- D. Cuts communication
  - 4. Ethical advertising should be:
    - A. Deceptive
    - B. Misleading
    - C. Honest ☒
    - D. Manipulative
  - 5. Truth in advertising promotes:
    - A. Confusion
    - B. Trust ☒
    - C. Misinformation
    - D. Sales tax
  - 6. The Indian regulatory body for advertising ethics is:
    - A. TRAI
    - B. ASCI ☒
    - C. SEBI
    - D. FSSAI
  - 7. Social responsibility in advertising includes:
    - A. Stereotyping
    - B. Promoting harmful products
    - C. Supporting public causes ☒
    - D. Political bias
  - 8. Scope of advertising includes:
    - A. Only TV
    - B. Only digital
    - C. All media platforms ☒
    - D. Oral communication only
  - 9. A misleading ad is:
    - A. Ethical
    - B. Informative
    - C. Unethical ☒
    - D. Neutral
  - 10. Which is an example of ethical advertising?
    - A. Puffery
    - B. Comparative lying
    - C. Clear and honest information ☒
    - D. Fear tactics
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## Unit II: Integrated Marketing Communication (IMC)

### ☐ Long-Answer Questions

1. Define Integrated Marketing Communication (IMC) and its importance in advertising.
2. Explain the communication process with reference to marketing.
3. Describe the components of the communication mix.
4. Discuss the role of IMC in branding strategy.
5. Evaluate the importance of consistent messaging in IMC.
6. Compare IMC with traditional marketing communications.
7. How does branding add value to advertising efforts?
8. Explain how IMC helps in building customer relationships.
9. Discuss the synergy between different elements of the communication mix.
10. Describe the communication barriers that affect IMC.

### ☐ **Short-Answer Questions**

1. What is IMC?
2. Name two components of the communication mix.
3. Define branding.
4. What is the role of sender in the communication process?
5. State one function of IMC.
6. Mention one benefit of strong branding.
7. What is feedback in communication?
8. Define “noise” in communication.
9. List two tools used in IMC.
10. Why is consistency important in IMC?

### ☐ **MCQs**

1. IMC stands for:
  - A. Internet Media Communication
  - B. Integrated Marketing Communication ☒
  - C. Internal Marketing Campaign
  - D. International Market Communication
2. The first step in the communication process is:
  - A. Encoding
  - B. Feedback
  - C. Sender ☒
  - D. Channel
3. A key objective of branding is:
  - A. Reduce product cost
  - B. Generate confusion
  - C. Create product identity ☒
  - D. Avoid promotion
4. IMC ensures:
  - A. Conflicting messages
  - B. Consistent communication ☒

- C. Lower profits
    - D. Random advertising
  - 5. A major benefit of IMC is:
    - A. Isolated efforts
    - B. Unified brand message ☒
    - C. Short-term sales
    - D. Ignoring feedback
  - 6. Branding helps in:
    - A. Confusing buyers
    - B. Price wars
    - C. Product differentiation ☒
    - D. Legal disputes
  - 7. The channel in communication refers to:
    - A. Message receiver
    - B. Transmission medium ☒
    - C. Brand ambassador
    - D. Brand name
  - 8. “Noise” in communication causes:
    - A. Better feedback
    - B. Clarity
    - C. Distortion ☒
    - D. Improved response
  - 9. In IMC, sales promotion is a part of:
    - A. Product strategy
    - B. Pricing strategy
    - C. Communication mix ☒
    - D. Packaging
  - 10. Feedback in communication ensures:
    - A. One-way process
    - B. Message distortion
    - C. Message understanding ☒
    - D. Branding error
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## Unit III: Promotional Objectives & Advertising Budget

### □ Long-Answer Questions

1. Define promotional objectives and explain their importance.
2. Explain the DAGMAR approach to setting advertising objectives.
3. Describe different approaches to advertising budget allocation.
4. How does a firm determine its promotional objectives?

5. Discuss the relationship between marketing goals and advertising objectives.
6. Explain the percentage-of-sales method for budgeting.
7. Compare objective-task vs affordable methods of budgeting.
8. What are the key criteria for evaluating advertising objectives?
9. How does advertising budget influence campaign effectiveness?
10. Discuss challenges in setting promotional objectives in competitive markets.

#### ☐ **Short-Answer Questions**

1. What is DAGMAR?
2. Define promotional objective.
3. Name two budget allocation methods.
4. State one importance of advertising budgeting.
5. What does “affordable method” of budgeting mean?
6. Define measurable objectives.
7. What is the “task” in objective-task budgeting?
8. Name one factor influencing promotional budgeting.
9. Mention a flaw in the percentage-of-sales method.
10. Give one example of a specific promotional objective.

#### ☐ **MCQs**

1. DAGMAR stands for:
  - A. Directed Advertising Goals Management and Results
  - B. Defining Advertising Goals for Measured Advertising Results ☒
  - C. Digital Advertising Guide for Marketing and ROI
  - D. Daily Advertising Growth and Market Return
2. Promotional objectives should be:
  - A. Broad and unclear
  - B. Vague
  - C. Specific and measurable ☒
  - D. Flexible and changing
3. The “affordable method” of budgeting is based on:
  - A. Past results
  - B. Competition
  - C. What the firm can spend ☒
  - D. Product sales
4. Objective-task method is:
  - A. Most logical ☒
  - B. Easiest
  - C. Random
  - D. Arbitrary
5. A drawback of the percentage-of-sales method is:
  - A. Too expensive

- B. Doesn't align with objectives ☒
    - C. Always accurate
    - D. Complex formula
  - 6. A good promotional objective must be:
    - A. Qualitative only
    - B. Measurable ☒
    - C. Inspirational only
    - D. Ambiguous
  - 7. A key element of DAGMAR is:
    - A. Product launch
    - B. Pre-set budget
    - C. Communication task ☒
    - D. Cost reduction
  - 8. Budget allocation helps in:
    - A. HR planning
    - B. Expense tracking ☒
    - C. Overproduction
    - D. Product recall
  - 9. Advertising budget impacts:
    - A. Only supply chain
    - B. Campaign reach ☒
    - C. HR policies
    - D. Pricing alone
  - 10. The term "promotional objective" refers to:
    - A. Hiring practices
    - B. Sales team target
    - C. Desired communication effect ☒
    - D. Product packaging
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## Unit IV: Advertising Copy, Media Planning, and International Advertising

### ☐ Long-Answer Questions

1. Define advertising copy and explain its components.
2. Discuss different types of advertising copy with examples.
3. Explain the importance of creativity in advertising.
4. Describe the media planning process and its importance.
5. What is media mix? How is it decided?
6. Discuss various strategies in media planning.

7. Explain the importance and techniques of advertising effectiveness testing.
8. Describe types of advertising research.
9. Compare international and local advertising strategies.
10. What are the challenges in executing international advertising campaigns?

### ☐ **Short-Answer Questions**

1. What is advertising copy?
2. Name two types of ad copy.
3. Define media mix.
4. What is meant by “market testing” for ads?
5. Mention one purpose of media planning.
6. What is headline in advertising copy?
7. State one creative strategy in ad making.
8. What is ad effectiveness?
9. Name one global challenge in international advertising.
10. What is pre-testing in advertising?

### ☐ **MCQs**

1. Advertising copy refers to:
  - ☐ A. Product copy
  - ☐ B. Written content in an ad ☒
  - ☐ C. Copyright form
  - ☐ D. Invoices
2. A media plan includes:
  - ☐ A. Customer complaints
  - ☐ B. Media selection and timing ☒
  - ☐ C. Stock audit
  - ☐ D. Sales bills
3. A strong headline in ad copy:
  - ☐ A. Confuses buyers
  - ☐ B. Captures attention ☒
  - ☐ C. Uses legal terms
  - ☐ D. Ends the ad
4. The purpose of advertising research is to:
  - ☐ A. Cut budgets
  - ☐ B. Improve effectiveness ☒
  - ☐ C. Delay launch
  - ☐ D. Recruit staff
5. Media mix is:
  - ☐ A. Only social media
  - ☐ B. Only print
  - ☐ C. Combination of media channels ☒

- D. Mix of products
  - 6. International advertising differs from local advertising due to:
    - A. Currency
    - B. Cultural differences ☒
    - C. Product size
    - D. Transport cost
  - 7. Creativity in advertising helps:
    - A. Confuse customers
    - B. Engage audience ☒
    - C. Repeat ads
    - D. Skip messages
  - 8. A type of advertising testing is:
    - A. Finance audit
    - B. Pre-testing ☒
    - C. Recruitment
    - D. Warehousing
  - 9. One key objective of media planning is:
    - A. Reduce employees
    - B. Reach target audience ☒
    - C. Pack goods
    - D. Refund policy
  - 10. Market testing helps in:
    - A. Launch delays
    - B. Product rejection
    - C. Measuring ad response ☒
    - D. Forecasting inflation
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