

Question bank- paper 2020- 2021

Paper advertising management

Bcom part 3

Very short questions

Q1. What is advertising?

Q2) Discuss the various basis of classification of advertising. Give examples.

Q3) Discuss the social aspects of advertising. Give examples.

Q4) Discuss the role of advertising in the marketing mix.

Q5) Advertising is wasteful expenditure for any business. Comment.

Short questions

Q1. Describe the role of advertisement with relevance to product life cycle?

Q2) Briefly examine the various stages of product life cycle and state corrective advertising measures? Q3) What are advertising appeals?

Q4) Rural advertising has a much wider scope than industrial advertising in India. Do you agree with this statement? Comment/

Q5) What is advertising Ethics?

Essay type questions

- 1 .What is the meaning of Advertising? Explain the importance of advertising.
2. Give 5 characteristics of Natures of advertising.
3. What are various objectives of Advertising? Explain with the help of examples.
4. What are the considerations used to set objectives of advertising?
5. What are the factors influencing choice of media?
6. What are essential features of a scientifically drafted copy of advertising?
7. What are different types of advertising copy?
8. How to decide testing of an advertising copy?
9. What are causes of waste in advertising?
10. What various functions are performed by an advertising agency?