Q1) Explain the various Functions of Advertising.

Q2) Explain Factors affecting size of Advertising Budget.

Q3) Explain Features of ‘Advertising Copy’.

Q4) Explain the Components of ‘Advertising Lay Out’.

Q5) Explain Pre Testing Methods of Advertising.


Q7) What is an Advertising Agency? Explain the structure & Types of Advertising Agency.

Q8) Define Advertising & Discuss Ethical & Social issues in Advertising.

Q9) Explain the concept, measuring & Managing Brand Equity in detail.

Q10) Basis of Media designs.

Q11) Explain the Importance & Classification of Advertising in detail.
Q12) Explain Internet Advertising in present time.

Q13) Write Short Note

   a) Positive social Aspect of Advertising.
   b) Basis of Advertising campaign.
   c) Unethical Practices in Advertising.
   d) Factors Affecting Media Selection.
   e) Advertising Control.
   f) DAGMAR
   g) AIDA
   h) Cross promotion.
   I) Techniques of sales promotion.
   K) Loyalty programs.
   L) Advertising Budget.
   M) Push - Pull strategies.
   N) Brand equity.