

# ADVERTISING

## MODULE-I

### CHAPTER-I

### INRTRODUCTION TO ADVERTISING

#### I. Fill in the blanks:

1. Advertising is a paid form of mass communication.
2. Advertising is a sub element of promotion mix.
3. Online advertising is a form of promotion that makes use of World Wide Web for delivering marketing messages.
4. Digital refers to the use of electric channels in online channels to deliver advertising messages.
5. Covert advertising is a form of advertising when a brand is showcased in entertainment shows.

#### II. State whether the following statements are true or false:

1. Advertising is a paid form of communication .**True**
2. Advertising is personal in nature. **False**
3. Advertising is undertaken to promote goods only. **False**
4. Advertising is an element of marketing mix. **True**
5. Advertising involves one-to-one communication. **False**
6. Advertising is a sub-element of place mix. **False**
7. Advertising has educative value. **True**

#### III. Match the following:

1. Celebrity branding- **Use of Popular personalities.**
2. Guerilla advertising- **Product is embedded in other entertainment media.**
3. Viral advertising -**Spread of advertising messages through email and other online media.**
4. Mobile bill board- **Use of display van.**

5. Mobile advertising- **advertising through mobile phones.**
6. Advertising before 15<sup>th</sup> century- **Mainly through word of mouth and signs.**
7. Advertising during 15<sup>th</sup>-18<sup>th</sup> century- **Use of press.**
8. Advertising during 19<sup>th</sup> century and early 20<sup>th</sup> century- **Use of TV, radio along with press.**
9. Advertising during late 20<sup>th</sup> century and early 21<sup>st</sup> century- **Use of internet along with traditional form of advertising.**

## MODULE-II

### CHAPTER-II

## ADVERTISING AS A COMPONENT OF MARKETING

### I. Fill in the blanks:

1. **Personal selling** refers to the physical presentation of goods and services before customers and persuading them to buy the product.
2. During **Introduction** stage, advertising is undertaken to create brand awareness.
3. **Sponsorship** offers monetary support to an individual, a team or an organization in return for agreed benefits that are to be provided by the sponsored entity.
4. New releases and press conferences are tools of **public relations**.
5. Telemarketing (telephone) is a form of **direct marketing**.
6. During the **growth** stage of product life cycle, advertising focuses more on brand building.

### II. State whether the following statements are true or false:

1. These days, many companies make use OF IMC to reach its target audience? **True**
2. Sales promotion techniques are directed towards consumers to produce mainly long term sales effects. **False**
3. Public relations manage reputation of an organization. **True**
4. Telemarketing is a form of direct marketing. **True**
5. Advertising strategies remain constant with the changes in stages of a product life. **False**
6. High involvement products are those which are purchase frequently by the consumers. **False**
7. Advertising plays an important role in brand building. **True**

### III. Match the following:

1. Introduction stage of PLC- **Brand awareness.**

2. Growth stage of PLC -**Persuasive advertising.**
3. Maturity stage of PLC -**Reminder advertising.**
4. Decline stage of PLC – **Defensive advertising./ repositioning / extending brand.**
5. Advertising- **Technique of mass communication to customers.**
6. Sales promotion-**Short term incentives to promote sale of products.**
7. Public relations- **Communication process that is directed towards gaining public acceptance.**
8. Direct marketing- **Direct communication with target customers to generate a response or transaction.**
9. Personal selling- **Face to face communication with the prospective customers.**

## CHAPTER –3

### CONSUMER BEHAVIOUR AND MARKET SEGMENTATION

#### I. Fill in the blanks:

1. **Consumer behavior** is an attempt to understand and predict human actions in the buying role.
2. **Concentrated** marketing strategy focuses on a single segment.
3. Under **full market coverage** strategy, a marketer serves all the consumers with either one product or with multi products.
4. **Market segmentation** means dividing the total market into different sub- markets that have similar characteristics.
5. In **Demographic** segmentation, market is divided on the basis of variables such as age, education, income and gender.
6. In **Behavioral** segmentation, buyers are divided on the basis of their response to the product.
7. **Target audience** refers to a specific group of people within the market at which marketing and advertising messages are directed to.

#### II. State whether the following statements are true or false:

1. Reference groups do not affect consumer behavior. **False**
2. In a Concentrated Marketing Strategy, the marketer introduces many products in many markets. **False**
3. To carry out market segmentation, it is necessary that the market is heterogeneous. **True**
4. Sociographic segmentation involves dividing markets on the basis of factors such as life style and personality. **False**
5. Markets can be segmented on the basis of buying motives. **True**

6. Social role and status of buyers affect their buying behavior. **True**
7. Target audience refers to those who influence a person's attitude and behavior. **True**
8. Advertising can be used as a tool for influencing consumer behavior. **True**
9. Consumer behavior undergoes a change over a period of time. **True**
10. Demographic segmentation is one of the most popular methods of segmenting markets. **True**

### III. Match the following:

1. Sub-cultural and social class- **Cultural factor affecting consumer behavior.**
2. Family and reference groups-**Social factors affecting consumer behavior.**
3. Occupation, age and personality- **Personal factors affecting consumer behavior.**
4. Motivation, learning and perception- **Psychological factors affecting consumer behavior.**
5. Concentrated marketing strategy-**One product introduced in a single markets.**
6. Multi segment marketing strategy- **Number of products in a number of segments.**
7. Market specialization strategy-**Satisfying many needs of a particular segment.**

## MODULE-III

### CHAPTER-4

#### CLASSIFICATION OF ADVERTISING – I

#### I. Fill in the blanks:

1. **Trade** advertising is aimed wholesalers' retailers and stockiest.
2. Detailed information about the product can be given in **print** advertising.
3. **Brand** advertising focuses on product features.
4. **Local** advertising is undertaken by retailers operating in local areas.

#### II. State whether the following statements are true or false:

1. Rational and factual appeal must be made in industrial advertising. **True**
2. Professional advertising is directed towards channel members. **False**
3. Use of mass media like TV, radio and newspaper is made in consumer advertising. **True**

4. Radio advertising offers audio-visual impact. **False**
5. Corporate advertising focuses on the product offered. **False**
6. Multinationals generally undertake global advertising. **True**
  
7. The advertisers use puppets to communicate advertising messages in rural areas. **True**

### III. Match the following:

1. Consumer advertising- **household customers.**
2. Industrial advertising- **industrial users.**
3. Trade advertising- **wholesalers & retailers.**
4. Professional advertising- **Directed towards doctors, lawyers, teachers and architects.**
5. Local advertising- **Directed towards local consumers.**
6. Regional advertising- **Directed towards a particular state.**
7. National advertising- **Directed towards the entire country.**
8. International advertising- **Directed towards global buyers.**

## CHAPTER -5 CLASSIFICATION OF ADVERTISING –II

### I. Fill in the blanks:

1. **Advocacy** advertising aims at the propagation ideas and the clarification of controversial social issues of public importance.
2. **Financial** advertising aims at raising money from primary and secondary markets.
3. **Comparative** advertising is a market strategy in which a company shows how its product or services is superior to that of its competitors by comparing the benefits and costs within the advertisement itself.
4. **Institutional** advertising is to create good image of a company in the minds of general public .
5. **Primary** advertising is undertaken to create generic demand for products and services.
6. **DAVP** is the official advertising agency of the government of India.
7. **Generic** advertising is undertaken by trade associations or co-operative groups without referring to their specific brand name.
8. **Advocacy** advertising is normally argumentative and controversial in nature.

## II. State whether the following statements are true or false:

1. Green advertising is a specific type of advertising that is centered around the promotion of factors having to do with the environment. **True**
2. Financial advertising has to strictly follow the ethical code laid down by the Securities and Exchange Board of India. **True**
3. Primary advertising is the one which promotes an individual manufacturer's brand rather than a generic product. **False**
4. Advocacy advertising is aimed at issues of public interest and promotes public welfare. **False**
5. The DAVP is the nodal agency to undertake multi-media advertising and publicity for various Ministries and Department of Government of India. **True**
6. Retail advertising promotes the retail outlets services. **True**

## III. Match the following:

1. Political advertising-**Undertaken by political parties/groups/leaders.**
2. Advocacy advertising-**Undertaken to put forward a point of view about controversial public issues.**
3. Retail advertising-**Undertaken by the owners of shops.**
4. Financial advertising-**Advertising of loan & deposit schemes, shares, etc.**
5. Institutional advertising-**Undertaken to generate positive opinion of the company in the minds of the people.**
6. Comparative advertising-**Undertaken by a company to show how its product or service is superior to that of the competitors.**
7. Primary advertising-**Undertaken to create generic demand for products.**
8. Selective advertising-**Undertaken to promote an individual manufacturer's brand.**
9. Social advertising-**Undertaken to promote a social idea.**

## MODULE- IV

### CHAPTER-6

### ECONOMIC, SOCIAL & REGULATORY ASPECTS OF ADVERTISING

#### I. Fill in the blanks:

1. **Economic** effect of advertising means the monetary impact of advertising on the profit and sales of the company.
2. The Indian advertising market as a whole is regulated and controlled by a non-statutory body, the **ASCI**.

- Advertising is an element of distribution cost .
- Distribution cost refers to the costs incurred for selling the product.
- The Indecent Representation of Women (Prohibition) Act, 1986 forbids the depiction of women in an indecent or derogatory manner in the mass media.

## II. State whether the following statements are true or false:

- Advertising is an element of production cost. **False**
- Advertising has positive as well as negative impact on society. **False**
- Surrogate advertising is a form of unethical advertising. **True**
- Advertising may encourage materialistic values. **True**
- Physicians are allowed to advertise their services in any form or manner of advertising. **False**
- ASCI was set up in 1985. **True**
- The consumer Protection Act, 1986 applies to advertisements for all products in the market place. **True**
- Advertising has affected Indian culture only negatively. **False**
- Unethical advertising helps the organization in the long run. **False**

## III. Match the following:

- Cable Television Network rules Act, 1994-**Law governing media.**
- Consumer Protection Act, 1986-**Law protecting society and the consumer.**
- SEBI Act, 1992-**Industry-Specific law.**
- The Drugs and Magic remedies Act, 1954-**Prohibits advertisements for products and services claiming to cure certain medical Conditions.**
- The Emblems and Names Act, 1950-**Prohibits the use by any private party of certain names and emblems.**
- The Indecent Representation of Women Act, 1986-**Forbids the depiction of women in an indecent or derogatory manner in the mass media.**
- Section 292 and section 293 of the Indian Penal Code, 1860-**Prohibits the dissemination of any obscene matter.**

