

MEDIA AND ADVERTISING MANAGEMENT



Brand: Mehta Solutions

Product Code: case1062

Weight: 0.00kg

Price: Rs500

Short Description

MEDIA AND ADVERTISING MANAGEMENT case study

Description

Q1. Which of the following is not the spectrum of advertising?

1. Sales organization
2. Communication with consumer
3. Distribution channel
4. Advertising for media

Q2. AIDA stands for_____

Q3. Which of the following is the indirect role of advertising?

- 1. Lowering of price**
- 2. Advertising & competition**

- 1. Guide to perspective buyer**
- 2. Both a & b**

Q4. Lack of clarity in setting advertising objectives may arise due to thea.

- 1. Problem in stating objectives in quantifiable terms**
- 2. Inability in identifying the largest audience**
- 3. Inadequate information**
- 4. All of the above**

Q5. Which of the following is not the criticism of advertising?

- 1. Advertising creates insecurity**
- 2. Barriers to entry**
- 3. Product proliferation**
- 4. Inefficient manufacturer stay in business**

Q6. A part of amount per unit of the item sold is assigned as the advertising appropriation is known as

1. **Percentage of sales**
2. **Unit of sales**
3. **Competitive parity**
4. **Return on investment method**

Q7. POP stands for _____

Q8. Which of the following is the strategy of segmentation

1. **Strategy of concentration**
2. **Strategy of differentiation**
3. **Both a & b**
4. **None**

Q9. Various types of advertising material which can be used in shops and stores to draw the attention of the prospects such as dispensers, hanging signs, danglers and streamer is known as

1. **Outdoor promotional media**
2. **Point of purchase material**
3. **Direct announcement**
4. **Advertising specialties and gifts**

Q10. What are the common themes, commonly used by a copywriter in creating “Industrial advertisement”.

1. **Old and with long experience**

2. **Research and development**
3. **Technical breakthrough**
4. **All of the above**

Part Two:

- Q1. State the role of Advertising.**
- Q2. What are the differences between industrial & consumer advertising?**
- Q3. Explain the "Roger's innovation model" of advertising?**
- Q4. Describe the situation in which advertising may be acquired.**
- Q5. DTH remains the primary digital pay-TV platform in India. Comment?**
- Q6. Give the advantages of the Cable's.**
- Q7. What type of data will be reported in the Final Study?**
- Q8. Explain, by Market Researcher select the Boulder Colorado?**
- Q9. Define "Advertising". Explain the Benefits of "Advertising"?**
- Q10. What is "Industrial Advertising"? Explain the objective of "Industrial advertising"?**

Details

- 1. Case study solved answers**
- 2. pdf/word**
- 3. Fully Solved with answers**