

**MMCJ (Third Semester )Examination, 2013**

**Paper Code : AS-2573**

**ADVERTISING**

**Model Answer**

**Objective Answer :**

1. (i) (d) British Empire
- (ii) (d) Official Secret Act
- (iii) (b) Regulatory Body
- (iv) (a) Consumer's entertainment
- (v) (c) Public relation
- (vi) (b)Mediacom
- (vii) (b) Food product
- (viii) (a) Creativity, Expertise, Experience, and Credit
- (ix) (b) To Remind
- (x) (b) 3 4 1 2

**Subjective Answer :**

2. **Functional Area of Advertisement:** It has vast functional area and can be categorized as per the feature or forms, objective and functions of the Advertisement.

**Advertiser-** advertiser are the important source of advertisement.

**Creative Message/designing advertisement –** Message are designed to influence consumers. The important things about message is to, it should represent the product properly and should be effective to achieve the target.

**Merchandise-** Product's quality should be express well in an advertisement and disquality needs to be hidden. Overall the product evaluation in advertisement is important.

**Marketing-** Advertisement is an effective medium to create image of the product and marketing the product.

**Media –** Media is the important medium through which advertisement flows among its consumers.

**Specific objectives-** Advertisement has some specific objectives such as to increase sale, create awareness about product, to maintain position of product, to establish new product, to remind consumer about the product speciality etc all these are being fulfilled through advertisement

**Buiseness & Trade-** Advertisement is basically a way of business and trade which focuses to make profit

**Art and Science-** the creative approach of advertisement has presented it as an art but the technique of influencing consumer or the research activity enter this field towards science and advertisement has vast dimension in both the field.

## **Classification of Advertisement**

Basically advertisement has been classified as on the basis of its design- classified advertisement, Display advertising, sponsored advertisement but it can also be classified on the basis of consumer, geographical areas, medium and marketing.

On the basis of consumer- consumer, Industrial, Business, Financial, Agriculture, Educational

On the basis of Geographical area- International, National, Regional, local

On the basis of medium- Print, electronic outdoor, transit, Direct mail, POP

On the basis of Marketing- commercial, non commercial

3. Students can define advertising agency as per their understanding ability.

### **Structure of an advertising Agency-**

Board of Directors- President- Account Department- Marketing Department- Creative Department- Media Department- Administrative Department- Traffic Control co-ordination Department. And explain the functions of every department.

4. The statutory Provisions enacted by government, ASCI regulation and ethical issues can be discussed regarding derogatory portrayal of women in advertisement. Elaborate 'the indecent Representation of Women (Prohibition) Act,1986' and how advertisers are indulging themselves to sell sex and nudity in the name of product. How stereotype images are being formed about women and are not considered ethically wrong in it. The ad of 'Kamasutra' condom presented by Pooja Bedi in 1990s was banned because of public outrage, discussed in Parliament and complaints sent to ASCI. Similarly the advertisement of axe deodorant, Lux cozy and Amul macho's has received complains for derogatory projection in 2008 and Information and Broadcasting Ministry issued notice to advertiser and orders ban for few days.

5. Consumers' decision power cannot be influenced by single elements. There are several Psychological, personal, situational, economical, social and cultural factors which influence the decision power.

Psychological factors- Maslow theory can be discussed. Human needs, motives, attitudes, beliefs, perception, learning all are responsible factor which influence decision power.

Personal factor- personality, life style, education, age, occupation, etc all affects decision power.

Situational factor- The Physical surrounding near people, the mental state of consumer, social surrounding of consumption etc.

Economical factor- Income, future income expectations, credit facilities, price suitability etc.

Social and cultural factor- social class, reference group, peer group, habits, family, culture etc.

6. Important Parts of advertisement: Headline, Sub-Headline, Body Copy, Design and reproduction. The importance of all these in an advertisement can be discussed. Similarly the importance of word or message in an advertisement can be discussed. How a short and catchy message can be grabbed well and immediately and why a long message create difficulty to remind advertisement could be discussed.

7. Students can define advertising campaign as per their understanding ability.

An Strategy to advertise a product-

- Analysing the Market- about consumer, Product, competitor and the market situations.
- Determination of Advertising Objectives- the purpose behind advertisement have to be decided that whether the following advertisement will be prepared for creating awareness or increasing the sales of product or to remind about the product or to change the attitude of the product etc.
- Developing Advertisement- Creating message/ background design effectively.
- Selecting Media- Appropriate Media and space selection is an important task to grab consumers' attention.
- Evaluation of results
- Co-ordination with other Promotional Methods- Distribution Process, Dealers, Market area and with the trade organization.

**8. Comment on any two:**

(a) Development of advertisement in India-

Historical background started from first newspaper 'Bengal Gazette' (1780) & 'Bengal Journal'(1785). By the 19<sup>th</sup> century number of periodicals started publishing, contribution of leading newspaper '*the statesman & the times of India* in advertisement can be discussed. Contribution of swadeshi movement for promoting indigenous product , emergence of Indian agencies which found difficulties to compete with British Agencies. Emergence of AAAI and other regulatory bodies, societies and also the contribution of leading companies such as tata's can be discussed.

(b). Brand- students can define a brand meaning and then how a product positioned itself as a brand and image created among consumers can be discussed.

(c) The Post testing research method can be discussed. Quantitative, qualitative, sampling, survey, Data collection all could be included.

(d) Creativity- define creativity in context of advertisement. It's necessity and importance can be discussed.