

**Special Studies in Marketing**

University Questions of Special Studies in Marketing	November										
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<b>Concept Questions</b>											
What are the 5 M's of advertising?	√								√		
Explain any one method of determining an advertising budget?	√										
What is an advertisement brief?	√										
Explain USP with an example.	√										
What is the role of PR in developing a corporate image?	√										
Define Communication		√									
Advertising agency		√									
Define DAGMAR		√				√					
Reach, Frequency		√									
Role of PR in corporate image		√									
Distinguish between a marketing objective and a communication objective with an example.			√								
What is a copy platform?			√					√			
What are the criteria for advertisability of a product?			√								
Define GRP and CPM.			√								
" If awareness does not affect sale, why bother to measure it? If it does have a close relationship to the sales, why not measures sales directly?" Comment.			√								
Explain the concept of "GREAT IDEA" with an example				√							
Mention five major decisions/steps required for developing an Advertising programme.				√							
"Promotion and sales Promotion is two terms that often create confusion in the advertising and marketing fields" clarify the distinction between these two terms.				√							
Name the seven positioning with an example for each of them				√							
"If you are lucky enough to write a good advertisement, repeat it until it stops pulling" (Ogilvy). Comment				√							
What are GRP and TRP?					√		√				
Define public relations?					√	√					
What is a media vehicle? Give an example of print media Vehicle.					√						

What is pulsing and fighting in media planning?					√				
What is an "account" for an advertisement agency?					√				
Define advertising						√			
Consumer products						√			
Promotion Mix						√			
Positioning with example							√		
Brand Equity							√	√	
Pulsing							√		
Communication Objective							√		
Flighting								√	
Brand Personality								√	
Full Service agency								√	
E- Commerce									√
Communication Model (diagram)									√
Bursting Strategy									√
USP									√
Transit Advertising									√
Out of Home advertising									√
Importance of the Internet as a tool of IMC									√
Differentiate between Brand Image and Brand Positioning									√
Define GRP, CPRP and BDI									√
<b>Short Notes</b>									
Media Research	√								
Positioning Strategies	√								
Organisation structure of an ad agency	√								
Any three methods of consumer promotion.	√								
Pre and post Testing of a copy			√						
Media Planning			√	√					

**Thane:** B-305, B wing, 3<sup>rd</sup> floor, Rajdarshan Society, Behind ICICI ATM, Near Platform No.1, Thane (W).  
**Dadar:** Balaji Building No.2, Second Floor, Room No. 17/ 17A, Madhav Wadi, Naigaum Cross Road, Near Station, Dadar (East), Mumbai, 14.

**Kalyan:** Shop No. 8, Basement, St. Mary's Classes, Siddhi Viniyak Sankul, Near Karachi Pharmacy, Kalyan(W) 421 301.

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Outdoor Advertising			√	√						
DAGMAR model			√	√			√	√		
Sales Promotion Tools			√							
Scope of Media Research				√						
Corporate Advertising				√						
Radio as a media					√					
Client Servicing					√					
Any two methods of advertisement agency compensation.					√					
Consumer oriented sales promotions							√			
Various types of advertising agencies							√			
Pre - testing methods for measuring the advertising effectiveness								√		
Role of PR in corporate image								√		
Principles of effective copy writing								√		
Importance of public relations									√	
Relationship Marketing									√	
Diffusion Process									√	
Trade promotional tools									√	
5 M's of advertising										√
Functions of advertising agency										√
Traditional Response Hierarchy Models										√
<b>Long Answers</b>										
What is a brand image? How is it developed?	√									
Suggest the most suitable specific medium with reasoning for the following products: (a) Premium bathing Soap. (b) A luxury car costing more than ₹ 5 lakhs. (c) A housing finance scheme for retired persons. (d) A time share holiday resort.	√									
As a co-coordinator of the youth festival of your college, draft a direct mail letter, to sponsors inviting sponsorships (identify at least 5 sponsors)	√									
Explain in details, various methods of evaluating the effectiveness of an advertising campaign.	√									

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What are the 5 M's of advertising? Explain each in details	√				√				
What is "Integrated Marketing Communications?" Explain its forms, characteristics, advantages and disadvantages?	√				√				
What do you understand by copywriting? Explain the qualities of an effective copy?	√								
How does one measure effectiveness of advertising?	√								
What must media planners consider before they begin?	√								
Explain the function of an Advertising Agency.		√							
Draw an organisation chart of your choice for and Advertising Agency		√							
Explain the terms - brand image, brand personality and brand essence		√							
Describe any seven positioning strategies with suitable examples.		√							
State two advertising objectives based on "Attitude".		√							
Explain the persuasion Matrix. Highlight the importance of source and message factors.		√							
What do you mean by Advertising budget and appropriation?		√							
What are the factors to be considered while setting an advertising budget?		√							
Explain any two methods for determining the advertising budget?		√							
What are the factors to be considered while setting an advertising agency?			√						
Why and how would you like to evaluate an advertising agency?			√						
Explain the terms copy writing, illustration and layout.			√						
Explain the criteria for writing an effective copy.			√						
Define brand essence, brand identify and brand fatigue			√						
Describe various factors which help develop a brand image			√						
How do advertising and sales promotion complement each other?			√						
Explain any four sales promotion tools.			√						
As a marketing - head, how would you select and evaluate an Ad agency?				√					
"A brand is not just a name or a logo. It is a promise to the customer". Discuss in detail				√					

"Media plan is the guide for media selection". Do you agree? Justify your answer.					√					
What are the different methods for setting up Ad budgets?					√					
"Sales promotion is the only promotional tool that can make use of "pull" and "push" strategy simultaneously". Discuss with examples.						√				
What are the various approaches that can be used in determining the advertising budget with advantages and disadvantages?						√				
What is the structure of a full service advertising agency? What functions do different departments perform?						√				
Describe the media planning process. What are the advantages/ disadvantages of TV advertising?							√			
Describe various pretesting and post testing methods for measuring the advertising effectiveness.							√			
What is copy writing? Explain the criteria for writing an effective copy?							√			
Explain the Organisational structure of an advertising agency with their functions.							√			
Explain various methods by which advertising agency get compensated for its work from clients.								√		
Explain the Media planning process. Explain the importance of reach and frequency								√		
Explain the organisational structure of an advertising agency with their functions.								√		
Explain the importance of Branding. Describe various factors for developing brand image.								√		
What is the role of the various family members in influencing consumer behavior?									√	
How does a company decide on the Advertising budget?									√	
What are the different media scheduling strategies available to the media manager?									√	
Explain the factors that determine Brand Equity.									√	
What are the factors that Media planners must consider while formulating the media plan? Explain various media Scheduling strategies.										√
Explain with examples various sales promotion tools for consumers										√
Explain in detail with examples various factors affecting consumer behavior.										√