

Chapter : 8

ADVERTISEMENT

In general terms, advertisement refers to provide information about some facts/ particulars; however the term has a broader meaning in the business world. We come across a number of advertisements everyday which make us aware about various products and services available in the market like- investments, insurance policies, detergents, cold drinks, educational institutes, auto mobiles, cars, hospitals, hotels, entertainment etc. Advertisements by the means of print media, electronic media, cinema and social media etc. inform to the masses about products and services available in the market. Advertisements promote sales by capturing a larger audience.

It is a paid form of non-personal communication with an identified sponsor, who pays for the promotion of a particular product or service. Three general objectives of advertisement are to inform, persuade, and remind people about company's products and services.

Definitions of Advertisement

According to **Philip Kotler**- *“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor.”*

According to **Wheeler**- *“Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy.”*

According to **American Marketing Association**- *“Advertising implies any paid form of non personal presentation and promotion of ideas, goods and*

services, by an identified sponsor.”

After having a look on the above definitions, it can be concluded that- advertisement is a non-personal communication/ message, which includes video and audio messages, spread by the means of television, radio, newspaper, magazine, sign-boards, transport mediums, internet, social media, etc. that are meant to inform masses about the products and services so that they may be motivated to purchase more and more.

Objectives of Advertisement: Advertisement has faced a lot of criticism, where it has been considered as an unnecessary expenditure which only increases cost, induces unnecessary needs and reduces social values. Nevertheless, it also has been argued that advertisement is of much significance as it helps in reaching a greater audience, reduces per unit cost and contributes to the development of economy. There are different types of objectives of advertisement, which are being discussed under:

1. **Increase in Sales:** The ultimate objective of advertisement is to motivate consumers and increase the sale of products and services. It helps increasing demand on a continuous basis.
2. **Attract New Customers:** Another objective of advertisement is to attract new customers. Advertisements inform the audience about the availability, price, use, etc. of a product or service and consumers can make a rational and convenient purchase decision by evaluating various alternatives available.
3. **Entering New Markets:** The objective of advertisement is to increase demand, and also

motivate consumers to purchase new products by altering their old pattern of consumption. As a result, consumption increases, and also the opportunities of entering new markets grow.

4. **Attracting Middlemen:** As a result of continuous and effective advertising, goodwill of an organization increases, and due to which strong and reputed middlemen desire to associate with the organization.

5. **Persuading Customers for Purchasing Particular Brands:** Advertisements help into creating sales by persuading consumers to purchase a particular brand amidst the wider choice available. When consumers are in a confusion regarding what product must be purchased, or should the product be purchased or not, the objective of an advertisement is to make the consumer purchase and that too the manufacturer's brand.

6. **Increase Awareness and Anxiousness towards Brands:** Another objective of advertisement is to increase awareness and arouse interest towards the company's brand. If a consumer starts trusting a particular brand, it is easy to make him purchase a brand's products. Therefore, an advertisement if effective enough has the power of converting prospects into loyal consumers of a brand.

7. Another objective of advertisement is to remind consumers regarding the presence of a brand and why they should feel happy to be associated with it.

8. Last but not the least objective is to attract consumers of another brands and motivate them to switch towards the organization's products and services.

Advertising Media/ Means Of Advertisement

Advertising/ Advertisement media are the means

through which the advertisement message is conveyed to the audience. As it was discussed earlier, the objective may be to inform, persuade or remind consumers about the brand products. There are different media that can be used by the companies to spread their message:

(A). External Advertisement: External Advertisement is the ones that are presented through walls, transportation mediums, posters, electrical sign boards, hoardings, stickers, etc. These advertisements make use of various colours and pictures which draws the attention of people passing by e.g. a hoarding with the picture of the chief minister Mrs. Vasundhree Raje draws the attention of citizens as they pass by. The means of external advertisement can include:

1. **Walls:** Under this the advertisement sponsors get their messages written/ painted on house walls, bridges, shop walls, etc.

2. **Posters and Hoardings:** Posters can be hung or pasted on walls, street corners, railway stations, telephone poles, uni-pole, gentry, etc. The message is written on papers, cardboards, iron sheets or wooden boards with a cloth stuck on them. The hoardings are placed on road sides of highways, circles, multi-story buildings' terrace, or street corners.

3. **Electrical Sign Boards:** In this the advertisement boards are decorated with colorful bulbs or gas tubes. These attract customers in the night time, as they pass by.

4. **Transportation Advertisement:** These use transportation medium (buses, rails, cars, airplanes etc.) to spread advertisement message. **Car Cards** are a popular means used under this category. Car Cards are placed inside the buses, taxis, rail coaches, car glasses, etc. It takes time for the

consumers to reach their destination and car cards can be used by them to utilize their time. Apart from the car cards, advertisement messages can be displayed by sticking or hanging posters on the outer side of transportation media.

(B). Internal/ Indoor Media: These are the ones that have an indoor access to customers, and message can be spread to the masses. These include media like newspapers, magazines, television, radio, point of purchase advertisement etc. The internal media are discussed in detail in the next section.

1. Newspaper Advertisement: Newspapers are a popular means of advertising. Two types of advertisement can be seen in newspapers.

(A) Firstly, the classified advertisements: which are printed at particular pages under a particular size and title e.g. Vacancy/ Job, Purchase, Sales, Education, Matrimonial, etc. A limited number of words are used under such categories. A sample classified advertisement has been shown below:

(B). Non-Classified Advertisement: No particulars place/ pages are decided for such advertisements. As per the discretion of the sponsor, the advertisement can be published on any page. Such advertisements may be in coloured and in half or full page or jacket and use pictures along with the information, regarding the products, their characteristics, and the place of availability etc. Newspaper advertisements help the marketer to reach a greater audience. Nevertheless, they have a short span of life and are only suitable for an educated audience.

2. Magazine Advertisements: The advertisements that are published in weekly, monthly, quarterly, or annual magazines are known as magazine advertisements. Magazines can be of economic,

religious, political, literary, dramatic interest. Some examples are India Today, Business World, Femina, Economic and Political Weekly, etc. Magazine advertisements are more attractive and have a long life span than the newspaper advertisements.

3. Sandwich Man Advertisement : It is a method of advertising in which a person is made to wear bizarre/strange outfit and carry a board in front and or behind, or the posters that display images, characteristics and other details about the product, are hung or pasted on him. The weird attire attracts people and they read the information carried by the person, out of curiosity. Various food stores, cafes, etc. make use of this method.

4. Direct Advertisement by Post: Under this method, the marketers send the advertisement message with the help of postal/mail services. The prospective or existing consumers are sent the sales letter, catalogues, folders, books, price list, etc. so that they can be motivated to purchase. This method establishes a direct contact between the businessmen and consumers, and a detailed message can be conveyed to the consumers.

5. Entertainment Advertisements: Under this method, the means of advertising include radio, television, cinema, cassettes, fairs, exhibitions, drama, and music concerts. Amongst all radio and T.V. are the most popular ones. Television advertisements can be broadcasted at local, national and international levels.

Under the cinema advertisements, the advertiser uses cinema slides or short films to advertise their message. The video cassette, films (movies), drama, etc. are related to

Under this, advertisements are shown during the intervals/break. In fairs and exhibitions, the

institutions display their advertisement by the means of kiosks or shops etc. The stalls, or kiosks that we come across in the book fairs or handicraft exhibitions that we visit, which advertise their automobiles, investment plans, etc. are an example of this method.

6. Point of Purchase Advertisements: Under this method, the purchase counters or points of purchase of the shops are decorated enough, in order to attract the people that pass by and motivate them to visit those shops. By decorating the counters attractively, consumers are motivated to purchase products and services. The samples of different products are displayed at the counters.

Advantages of Advertisement:

Advertisement is a means of communicating with the prospective and existing consumers. In absence of an effective advertising programme, all other marketing efforts of a company might go in vain. Therefore, advertisements are of much significance in the present scenario, where the markets witness so much of intense competition. The various advantages of advertisement are discussed below:

1. **Economy:** By the help of advertisements, a large section of consumers can be captured. The total advertisement expenditure is distributed amongst the factors of communication and this reduces the per target unit cost.

2. **Clarity:** Advertisement catalyses the consumer interests in new products. With the development of art, computer designing and graphics, advertisement has become a strong means of communication. Due to which, a simple product or message can also be presented in a creative and attractive manner.

3. **Information:** Advertisement is a means of

informing the consumers that what products that are available in the market to satisfy their needs. Due to this the consumers get to know what variety is available, where the products are available and how much utility they hold. Advertise is the simplest, cheapest and an effective method that reaches masses and spreads the information to a larger area.

4. **Trust:** The manufacturers cannot stay in touch with all the consumers personally, therefore advertisements help establish a trust for products available. When consumers find that the products sold by the company are according to the features shown in the advertisement, a trust is developed eventually for the brand. Thus, the products developed by the brand in future are easily accepted by the consumers. Consumers prefer the products of such brands and are ready to pay more price for it, as compared to the products of competitor brands products.

5. **Convenience:** Advertisements help build the brand image, which is important for increasing sales. A good brand provides enough convenience to the consumers and they do not feel the need to re-assess the brand every time they think of purchasing its products.

6. **Freedom of Choice:** Advertisements make the consumers aware about different products available in the market. Thus consumers have a variety of products to choose from. If the use of some particular brand doesn't satisfy their need, they have many options to choose from and satisfy their needs.

The above points reflect the significance of advertisements for our life and help us understand why this method has been able to spread its roots deeper in the present social scenario.

Disadvantages / Criticism Of Advertisement

The advertisement method has also attracted a lot of criticism. It has been argued that it propagates the sale of awful products. The next section discusses the criticism of the advertisement method in detail:

1. **Less Effective:** Advertisement is a non-personal form of communication. It has been considered lesser effective than personal selling, and audience cannot be compelled to pay attention every time an advertisement is broadcasted or displayed.

2. **Defective Sales organisation:** Advertisements motivate consumers to purchase products and attracts them to the shops. But, if the seller is ineffective himself, then the advertisements lose their effect.

3. **Poor Feedback:** How much effective has the advertisement been, is a difficult question to answer, since there is no means of assessing and record its effectiveness, as soon as it is seen by the consumers (lack of immediate feedback)

4. **Lack of Appropriate Media:** While choosing the advertisement media, the cost of using that media, nature of products, and nature of purchasers should be kept into focus. In absence of an appropriate advertisement media, advertisement becomes ineffective and irrelevant.

5. **Low Quality Products:** If a product is of low quality, it will eventually lose in the competition. It is only once that advertisement can help the seller sell such products. In the long run, products cannot be sold using misleading advertisements

6. **Lack of Flexibility:** Advertisements are designed according to particular standards. It is not possible to customize advertisements according to every consumer or prospect.

7. **Seller's Market:** In a situation of seller's market,

sellers don't need to make extra efforts to sell their products. The demand for products comes naturally e.g. LPG and Kerosene.

8. **Products with Inelastic Demand:** When the change in demand of a product is less than the change in its price, it is known as inelastic demand. Also, when there is no effect of change in price on the demand of its product, it is known as perfectly inelastic. There is no effect of advertisements for such products. For e.g. we can use salt in a limited quantity only, and don't go beyond a certain quantity.

9. **Advertisement against the interest, traditions and feeling of general public:** Consumers purchase products according to their social, religion, socio-religious feelings, traditions, and interests. If the advertisements broadcasted are not aligned with the above, then they will not be able to influence the audience. For e.g. for a vegetarian, an advertisement of meat selling brands is totally irrelevant.

Need For Advertising:

In the present scenario, technological up gradation is so common, and every now and then, a new product enters the market. The manufacturers need to communicate with their consumers, and advertisements provide a perfect platform to do so. The manufacturers desire to increase the demand for their products and services. They motivate the consumers to demand their products and services, by broadcasting attractive advertisements. Advertisements are the simplest, cheapest and most effective means of informing, persuading and reminding the audience about the product and services available under the manufacturer's brand. The next section will help us understand the need of

advertisement better.

1. Information about New Products:

Manufacturers inform their target audience, that they have brought a new product in the market, how it will be useful for them, how it will benefit the consumers and how it can be best consumed. Advertisement help the stage for that product even before it enters the market and they prospective consumers are motivated to purchase it. This helps the manufacturer to establish a market for its products and services a continuous demand for them.

2. Information about newness in Products: The changes brought about in the products like the colour, smell, weight, packaging, quality etc are brought to the knowledge of consumer with the help of advertisements. This is done to keep the consumers aware about the products, so that they do not hesitate while witnessing those changes, and be clear that it is the same product that they have been buying.

3. Search for New Consumers: Advertisements help in searching new consumers for the manufacturer's products. Efforts are made to increase the demand of products, and also to motivate the consumers to prefer manufacturer's brand among the variety available in the market.

4. Correct Information about The Products:

There are number of products available in the market, which appear to be similar to the consumer. This creates confusion and they are not able to make a choice regarding what to purchase, or what would be beneficial for them. The advertisements make it very clear to the consumers that what are the offers available on products, the product is meant for what type of uses etc. This helps the

consumers to identify the right products and avail all the benefits associated to those products.

5. Help to the Sellers: A product for which, advertisements have been broadcasted are already known to the consumers and this makes it easy for the sellers to save their products in the market.

6. Information about Changes in Price: Any change in price of the product can be brought to the knowledge of consumers. This helps the consumers to purchase the products by removing all the doubts and reduces the risk of decrease in sales.

Importance Of Advertisement:

The modern era is an era of advertising and it penetrates every activity of our life. It is not only beneficial for the businessmen, but also for the society. It spreads awareness and people come to know about their rights, needs and how to fight the social evils. Advertisements help increase demand, to increases sales. It makes it convenient for the consumers to purchase products and this increases the goodwill of the organization. Therefore it is also said that the expenditure made on advertisements is an investment. The importance of advertisement has been discussed in detail below:

- 1. Importance for the manufacturers.**
- 2. Importance for the consumers**
- 3. Importance for the middlemen**
- 4. Importance for the society and nation**

1. Importance For The Manufacturers:

i) **Helpful in Competition:** Manufacturers can take the help of aggressive advertising in order to win in a cut throat competition.

ii) **A Guide for the Consumers:** Advertisements inform the consumers about the price, quality, packaging, use, schemes, offers etc of a product. This helps a manufacture in selling that product to

the consumers, who purchase the product without any hesitation.

iii) **Attracting Middlemen:** The organization that does effective and regular advertising becomes popular. This helps the company gain a strong goodwill that attracts the reputed and well established middlemen.

iv) **Helpful in Production of New Products:** Advertisement results in demand for new products and the manufacturers can bring new products in the market and sale them with an ease.

v) **Development of Business:** Advertisements help in increasing the sales of organization, and which ultimately results in increased profits. Due to this, the old plant and machinery can be replaced by new and upgraded machinery. Also new units can be established and increase production capacity easily. Thus it helps in expanding and developing businesses.

vi) **Increase in Sales:** Advertisements help in increasing sales by gaining a constant demand for the manufacturer's brand.

vii) **Increase in Production:** Advertisements increase the demand of a brand's products and in order to meet the increasing demand, the production capacity needs to be increased by the organization.

viii) **Economy:** The increase in production due to the increasing demand leads to the internal and external economies of large scale. As a result the production cost and per unit cost decrease.

ix) **Higher Profits:** The increase in sales due to rising demand, producers are able to earn higher profits.

x) **Increase in Goodwill:** When a company involves in various media of advertising, a larger section of audience becomes aware of the product

assortment, achievements and unique features of the manufacturer's brand. This results in a rising goodwill and brand loyalty. The leading industrialists of our country like Tata, Birla, Bajaj, etc. have been able to build such a strong image because their apt and effective advertising programmes.

2. Importance For The Consumers:

i) **Educating/Spreading Awareness:** Advertisements make the consumers aware about the new products and their uses.

ii) **Time Saving:** Consumers come to know about the product features in their homes itself, and they don't need to wander to purchase the right products.

iii) **Purchase Convenience:** Advertisements inform the consumers about the availability, price, uses of the product etc and they are able to evaluate the alternatives available in the market rationally, and purchase with an ease.

iv) **Availability of Quality Products:** When consumers do not find products according to the advertisement, a disliking develops and the products go out of trend eventually. Therefore, producers are very particular to make available for the consumers, quality products and thus consumers benefit from the same.

v) **Improvement in Living Standard:** According to Sir Winston Churchill, "Advertisement develop interest for various products and consumers can improve their living standard by using them."

vi) **Consumer Surplus:** With the help of advertisements, consumers are informed about various products, their substitutes, prices, availability, guarantee, warranty, utility etc. This helps them to make use of their money rationally and receive higher utility than the price paid.

3. Importance For The Middlemen:

- i) **Contact with the Producers:** Producers advertise their products, due to which middlemen contact with them to undertake their agency. Also the middlemen advertise, like the retailers and wholesalers. Due to which the manufacturers are able to contact them, and find the right middlemen.
- ii) **Help in making Sales:** Advertisements also carry the information about the middlemen carrying the products. Thus consumers can contact them to acquire the right products. Apart from this, the advertisements carry information like the price, quality, methods of use, discounts etc. due to which the sellers do not need to make extra efforts to push the products.
- iii) **Reduces Risk:** Advertisements push sales of a product and thus the middlemen are not at a risk of the stock wastage or stocks going obsolete.
- iv) **Increase in Profits:** Advertisements increase the profits earned by middlemen in many ways. First of all they do not need to advertise for products separately. Secondly advertisements increase the sales themselves, and they do not need to employ more sales personnel. Thus, there is reduction in various expenses.
- v) **End of Unhealthy Competition:** There is a control over the prices of the products that are advertised. Thus there is no unhealthy competition in the market.
- vi) **Motivation for Salesmen/Sales Personnel:** Manufacturers employ sales men depending upon the sales volume and offer them commission/rewards accordingly. This results in an increased motivation for the salesmen who aggressively work for increasing sales.

4. IMPORTANCE FOR THE SOCIETY:

- i) Advertisements portray the life style of a nation.
- ii) It increases the employment opportunities
- iii) Advertisement lead to increase in demand, due to which there is a decrease in production cost and consumers get products at cheaper prices, which eventually raises their living standard.
- iv) Advertisements promote research and development, which lead to new product development.
- v) Advertisements provide the society, products according to its needs.
- vi) It motivates consumers to become educated, which increases the literacy rate.
- vii) Advertisements motivate the consumers to fight the social evils.
- viii) It makes communication stranger. A strong communication platform provides unbiased information to the society.
- ix) It provides means of entertainment to the consumers at economical rates.

Techniques of Advertisement:

In the present scenario every organization needs to advertise its products and services to inform its customers, acquire sales, and earn name and fame. Every business enterprise needs to spend money on advertising, but the expenditure pays off only when correct techniques of advertisement are used. Therefore, the advertisers use these techniques selectively, so that desired results can be obtained. The techniques of advertisement have been discussed under:

- 1. **Emotional appeal:** - This technique of advertisement is based on two factors, consumer needs and fear factors. Both the factors have been discussed under:

- **Consumer Needs:**
- Need for doing something new
- Need for acceptance
- Need to be noticed
- Need to change old products
- Need for safety
- Need to become attractive
- **Fear Factors:**
- Fear of accident
- Fear of death
- Fear of getting sick
- Fear of becoming obsolete

2. **Advertisement for Publicity:** Under this consumers are given free samples of products. In order to gain attention of consumers, trade fairs, publicity, events and advertisement campaigns used to present the products in front of consumers.

3. **Brand Advertisement:** Under this technique, those who have purchased that product are motivated together and are ready to look forward to it. For e.g. the advertisement of Pantene shampoo says that 15 billion women trust the brand.

4. **Facts and Figures:** Under this the advertisers, use facts and figures to portray their product as better e.g. Colgate is recommended by 70% dentists of the World.

5. **Incomplete Advertisement:** Under this the advertisers present their product as a quality product but not in comparison to the competitors. For e.g. the advertisement of **Horlicks**, portrays it as a product that provides higher nutrition daily, but does not specify how much.

6. **Ambassadors:** Under this advertisers ask celebrities to promote their brand' products. These celebrities share their experiences with the products and express their support for the brand. For example Mr. Amitabh Bachchan and his wife

Mrs. Jaya Bachchan advertised for a jewellery brand, where it was portrayed how the brand products have influenced Mrs. Jaya Bachchan.

7. **Ideal Family and Ideal Children:** The advertisers use this technique to portray how the families using their products are lucky enough. For e.g. the advertisement of Dettol soap shows how a family that uses that soap stays protected from germs.

8. **Patriotic Advertisements:** Such advertisements show how the use of said product or service reflects a support for the nation. For e.g some products claim to offer a part of what consumers pay towards child education in their advertisements.

9. **Consumers Feedback:** Under this the advertisers try to get consumer feedback by asking questions related to their products.

10. **Discount:** Under this techniques, the advertisers offer price discounts to the consumers e.g. Buy/Get/Free or 20% off on all products and services on a two year membership in a club.

11. **Surrogate Advertisement:** It is a form of advertising where the companies do not promote their products directly due to legal constraints, so companies use indirect techniques i.e. 'surrogate' to advertise their products. Eg. Bagpiper soda, Imperial Blue Cassettes and CD's etc.

The Advertisers make use of the above said techniques to promote their products. Apart from the above, techniques for online advertisements are also used, e.g. web links, advertisements on web pages, product websites etc.

Important Points/ Points To Ponder

It is a paid form of non-personal communication with an identified sponsor, who pays for the promotion of a particular product or service. Three

general objectives of advertisement are to inform, persuade, and remind people about company's products and services.

Objectives of Advertisement: 1. Increase in Sales, 2. Attract New Customers, 3. Entering New Markets, 4. Attracting Middlemen, 5. Persuading Customers for Purchasing Particular Brands, 6. Increase Awareness and Anxiety towards Brands, 7. Another objective of advertisement is to remind consumers regarding the presence of a brand and why they should feel happy to be associated with it. 8. To attract consumers of another brand and motivate them to switch towards the organization's products and services.

Advertising Media/ Means Of Advertisement

1. External Advertisement- (i) Walls (ii) Posters and Hoardings (iii) Electrical Sign Boards (iv) Transportation Advertisement. 2. Internal/Indoor Media (i) Newspaper Advertisement (ii) Non-Classified Advertisement (iii) Magazine Advertisements (iv) Sandwich Man Advertisement (v) Direct Advertisement through Mail (vi) Entertainment Advertisements (vii) Point of Purchase Advertisements

Advantages Of Advertisement:

1. Economic, 2. Clarity, 3. Information, 4. Trust, 5. Convenience, 6. Freedom of Choice.

Disadvantages Of Advertisement: 1. Lesser Effective, 2. Defective Sales organisation, 3. Poor Feedback, 4. Lack of Appropriate Media, 5. Low Quality Products, 6. Lack of Flexibility, 7. Seller's Market, 8. Products with Inelastic Demand, 9. Advertisement against the interest, traditions and feeling of general public. **Need For Advertising:** 1. Information about New Products,

2. Information about newness in Products, 3. Search for New Consumers, 4. Correct Information about the Products, 5. Help to the Sellers, 6. Information about Changes in Price.

Importance Of Advertisement: 1. Importance For The Manufacturers: i) **Helpful in Competition**, ii) A Guide for the Consumers, iii) **Attracting Middlemen**, iv) **Helpful in Production of New Products**, v) **Development of Business**, vi) **Increase in Sales**, vii) **Increase in Production**, viii) **Economy**, ix) **Higher Profits**, x) **Increase in Goodwill**.

2. Importance For The Consumers: i) Educating/Spreading Awareness, ii) Time Saving, iii) Purchase Convenience, iv) Availability of Quality Products, v) Improvement in Living Standards, vi) Consumer Surplus. 3. Importance For The Middlemen: i) Contact with the Producers, ii) Help in making Sales, iii) Reduces Risk, iv) Increase in Profits, v) End of Unhealthy Competition, vi) Motivation for Salesmen/Sales Personnel. 4. Importance For The Society: i) Advertisements portray the life style of a nation. ii) It increases the employment opportunities, iii) Advertisement lead to increase in demand, iv) Advertisements promote research and development, v) Advertisements provide the society, products according to its needs. vi) It motivates consumers to become educated, which increases the literacy rate. vii) Advertisements motivate the consumers to fight the social evils. viii) It makes communication stronger. ix) It provides means of entertainment to the consumers at economical rates.

Techniques Of Advertisement: 1. Emotional Appeal, 2. Advertisement for Publicity, 3. Brand Advertisement, 4. Facts and Figures,

5. Incomplete Advertisement, 6. Ambassadors
7. Ideal Family and Ideal Children, 8. Patriotic
Advertisements, 9. Consumers Feedback,
10. Discount, 11. Surrogate Advertisement

Exercise

Very Short Questions:

1. What do you mean by advertisement?
2. Mention any two objectives of advertisement.
3. Mention any two purposes of advertisement.
4. Mention any two advantages of advertisement.
5. What is meant by a classified advertisement?
6. What is meant by sandwich man advertisement?
7. Mention any two disadvantages of advertisement.
8. What is the importance of advertisement for manufacturers?
9. What is the importance of advertisement for consumers? Mention any two points.
10. What is the importance of advertisement for manufacturers? Mention any two points.
11. What is the importance of advertisement for the middlemen? Mention any two points
12. Discuss any two techniques of advertisement.

Short Type Questions:

1. What do you understand by the term advertisement? Discuss any five objectives of advertisement.
2. Discuss any five advertising media.

3. Write a note on newspaper advertisements.
4. Write a note on external advertisements.
5. Mention any five points of disadvantages of advertisement.
6. Mention any five points of advantages of advertisement.
7. Briefly explain the importance of advertisement for the manufacturers.
8. Explain the importance of advertisement for the consumers.
9. Explain the importance of advertisement for the society.
10. Explain the importance of advertisement for the middlemen.
11. Discuss any five techniques of advertisement.

Essay Type Questions:

1. What do you understand by advertisement? Explain the role of advertising in the growth and development of a business.
2. Describe in detail the various advertisement media.
3. Explain the meaning of advertisement and discuss the techniques of advertisement.
4. Write a short essay on importance of advertisement.
5. Describe in detail the advantages and disadvantages of advertisement.