**Module –I-INTRODUCTION TO ADVERTISING.**

* **FILL IN THE BLANKS:**

1. A sponsor finances **advertising** programe.
2. **Advertising** is a paid form of mass communication.
3. Advertising is a sub element of **promotion** mix.
4. Advertising is an element of **Promotion** –**mix**.
5. **Advertising** refers to the paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.
6. ASCI was set up in **1985**.
7. Audience are **buyers**.
8. **B**. **Dattaram** & **Company** is the oldest ad agency in India.
9. **Bengal Gazette** is the first newspaper in India.
10. Brand image is the **perception** of the brand in the minds of target customers.
11. Creativity is the **foundation** of advertising.
12. Detailed information about the product can be given in **print** advertising.
13. **Direct-action** advertising is undertaken to obtain immediate response of the target audience.
14. Idea advertising includes **Anti**-**drugs campaign** as an example.
15. IMC maintains transparency and keeps companies free from **disputes**.
16. IMC unifies all \_**marketing** communication tools.
17. In personal selling face to face **meeting** is essential.
18. In **personal** **selling** presentation of goods and services is made before customers for selling the product.
19. Indirect action advertising improves buyer’s **money**.
20. **Institutional** advertising is also called as corporate image advertising.
21. **Johannes Gutenberg** invented the movable form of printing press in the 15th century.
22. **John Baird** invented the commercially viable television.
23. News releases and press conference are tool of **Public** **relation**.
24. **Outdoor** is the oldest type of advertising.
25. **Personal Selling** involves face-to-face communications between the firm’s representative and the prospective buyer.
26. **Primary** advertising creates generic demand for products.
27. **Public** **relation** manages reputation of an organization.
28. **Publicity** is a form of mass communication that can be used to promote products through news and articles in the media.
29. Retailers operating in **local** areas generally undertaken local advertising.
30. Sales promotion **supports** advertising.
31. **Sponsorship** means offering monetary support in return for agreed benefits.
32. **Target** **audience** is the recipient of advertising message.
33. Telemarketing is a form of **direct** **marketing**.
34. The first acknowledged ad agency was set up by **William Taylor** in 1786 in England.
35. The first newspaper advertisement was printed in **Bengal** **Gazette**.
36. The first radio ad in USA was aired in 1921 for **Queensboro Corporation**.
37. The main objective of advertising is to create **awareness**.
38. The purchasers of industrial goods are **limited**.
39. The word advertising comes from the Latin word **advertere.**
40. **Towncriers** form of advertising appeared in the pre-printing period.
41. **Trade** advertising is aimed at channel members.
42. **Trade** advertising is undertaken by manufactures of consumer goods as well as industrial goods.
43. **William Caxton** bought out the first ever printed ad in the form of handbill in 1477.
44. **William** **Caxton** brought out the first printed advertisement.

* **TRUE OR FALSE:**

1. Advertising and publicity are synonymous. **FALSE**.
2. Advertising does not require creativity. **FALSE**.
3. Advertising ensures survival in competitive marketing. **TRUE**.
4. Advertising has identified sponsor. **TRUE**.
5. Advertising is a mean of personal communication. **FALSE**.
6. Advertising is a means of mass communication. **TRUE**.
7. Advertising is an element of product mix. **FALSE**.
8. Advertising is non pervasive in nature. **FALSE**.
9. Advertising is not applicable to social organization. **FALSE**.
10. Advertising is personal in nature. **FALSE**.
11. Advertising is unpaid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. **FALSE**.
12. Advertising of ideas is not relevant in today’s advertising world. **FALSE**.
13. Advertising on TV is one of the oldest forms of advertising. **FALSE**.
14. Advertising plays an important role in brand building. **TRUE**.
15. Advertising promotes ideas, goods and services. **TRUE**.
16. Consumer advertising is directed to select audience. **FALSE**.
17. Consumer advertising is directed towards the industrial buyers that produce consumer goods. **FALSE**.
18. Elements of IMC work as unified force. **TRUE**.
19. English language television channels have the highest channel share in India. **FALSE**.
20. Geographic advertising improves business. **TRUE**.
21. IMC educates customers. **TRUE**.
22. IMC influences diverse groups. **TRUE**.
23. IMC is continuous activity. **TRUE**.
24. IMC uses communication mix. **TRUE**.
25. In sponsorship advertiser does not control contents of commercials. **FALSE**
26. Industrial advertising is a technical in nature. **TRUE**.
27. Institutional advertising is used for creating goodwill of the organization. **TRUE**.
28. Local advertising is also known as retail advertising. **TRUE**.
29. Marketers undertaken IMC to develop brand image. **TRUE**.
30. Nowadays advertisers need to create Top Mind awareness. **TRUE**.
31. Only goods are advertise for. **FALSE**.
32. Primary advertising is also known as generic advertising. **TRUE**.
33. Primary advertising is undertaken to promote an individual manufacturer’s brand. **FALSE**.
34. Print media is second to TV in popularity. **TRUE**.
35. Profession advertising is directed towards channel members. **FALSE**.
36. Professional advertising influences professional traders. **FALSE**.
37. Public relation is a part of direct marketing. **FALSE**
38. Publicity is a tool of IMC. **TRUE**.
39. Radio advertising has audio visual impact. **FALSE**.
40. Regional channels are used to reach national audience. **FALSE**.
41. Retentive advertising is undertaken to remind the customers of company’s products. **TRUE**.
42. Sales promotion advertising induces indirect actions on the part of target audience. **FALSE**.
43. Sales promotion techniques benefits in long term. **FALSE**.
44. Salesmanship is a means of mass communication. **FALSE**.
45. Selective advertising promotes generic products. **FALSE**.
46. Telemarketing is the form of direct marketing. **TRUE**.
47. The response expected under national advertising is ‘buy my brand’. **TRUE**.

**MODULE-II. -ADVERTISING AGENCY**

* **FILL IN THE BLANKS-**

1. A **modular** agency sells its services on piecemeal basis.
2. **Accreditation** is the official recognition gives to an ad agency to conduct business on professional basis.
3. Advertising agency is a **service** organization.
4. Advertising agency is composed of **creative** people.
5. An advertising agency is an **independent** organization composed of creative people.
6. **Animation** refers to creation of moving pictures and images.
7. Avoid misunderstanding and **confusion** to maintain good relations with client.
8. **Client** **turnover** refers to closing account with existing agency and switch to another agency.
9. Creative pitch is prepared by an **Ad agency** to secure advertising account.
10. Creative pitch refers to **agency** **selection**.
11. **Creative** **pitch** refers to the presentation by advertising agency to a prospective account.
12. Dubbing is done by sound **recordists**.
13. **Full** **service** agency provides all advertising service under one roof.
14. **Full-service** agency provides all advertising services to the client.
15. Generally, ad agencies get commission from media of **15** percent.
16. **Graphic** **designing** means communication through visuals.
17. In India ad agencies get accreditation from **INS**.
18. **In**-**house** agency is maintained by large advertises.
19. **In**-**house** agency is owned and operated by the advertiser.
20. **In**-**house** agency operates like an ad department of an advertiser.
21. **Location** is a criteria to select ad agency.
22. **Mega** agency if formed after a merger of two or more large agencies.
23. Modelling is a **short** career.
24. **Modular** agency is provides services on a piece meal basis.
25. Research department is headed by research **Director**.
26. The job of accounts executive is **highly** insecure.
27. **Traffic** department is concerned with routing and scheduling of advertising.
28. **Traffic** department looks after scheduling of advertising production in an ad agency.

* **TRUE OR FALSE-**

1. A full service agency is owned and operated by the advertiser. **FALSE**.
2. A full services ad agency provides services on piece meal basis. **FALSE**.
3. A mega agency sell its service on a piecemeal distribution. **FALSE**.
4. A specialist ad agency provides in-house services to its clients. **FALSE**.
5. Academic qualification are required for a career in modeling. **FALSE**.
6. Account executive must have communication skills. **TRUE**.
7. Ad agencies are compensated only by way of media commission. **FALSE**.
8. Ad agencies are mostly compensated on commission method. **TRUE**.
9. AD agency books time on TV. **TRUE**.
10. Ad agency consists of clerical and supervisory staff only. **FALSE**.
11. All agencies provides services to the client. **FALSE**.
12. Almost all times there is a need for difference of opinion between the agency and clients. **FALSE**.
13. An in-house ad agency provides advertising services only to its parent firm. **FALSE**.
14. Animation is a fast growing business. **TRUE**.
15. Client may remain with the ad agency even when the agency provides inadequate services. **FALSE**.
16. Commission is a traditional method of agency compensation. **TRUE**.
17. Creative pitch is presented by the advertiser to select ad agency. **FALSE**.
18. Creative pitch is the presentation by advertising agency to prospective clients. **TRUE**.
19. Creative pitch means client turnover. **FALSE**.
20. Freelancing is not a secured profession. **TRUE**.
21. Global ad agencies have presence in limited number of countries. **FALSE**.
22. Graphics designing means communication through visuals. **TRUE**.
23. It is mandatory for advertising agencies to obtain accreditation. **FALSE**.
24. Media buying agencies specialize in creative services. **FALSE**.
25. Modelling is competition free. **FALSE**.
26. Modular agencies perform comprehensive advertising jobs. **FALSE**.
27. The creative service department is the heart and soul of advertising agency. **TRUE**.
28. The services of ad agency highly cost effective. **TRUE**.
29. There is no difference between advertising department and in-house ad agency. **FALSE**.
30. There must be frequent interaction between agency and client for maintaining cordial agency-client relationship. **TRUE**.
31. Timely delivery ensures long association with clients. **TRUE**.
32. Voice modulation is required for modeling. **FALSE**.

**MODULE- III.- ECONOMIC AND SOCIAL ASPECTS OF ADVERTISING.**

* **FILL IN THE BLANKS-**

1. Advertising does not raise or lower consumer **price**.
2. Advertising has **Positive and Negative** effect on the society.
3. Advertising is an element of **distribution** **costs**.
4. Advertising must maintain **ethical** standards.
5. Advertising Standards Council of India ensures **truthfulness** in ads.
6. Advertising support materialistic values.
7. **ASCI** code guides the advertisers, media and advertising agencies.
8. ASCI code is applicable to misleading ads on **all media**.
9. ASCI is a **non**-**profit** organization.
10. ASCI is a **statutory** body.
11. **Culture** is a combination of tangible and intangible aspects of a society.
12. DAVP acts as a **multi**-**tasking** agency for central government.
13. DAVP is the nodal agency of the government of **India** for advertising.
14. **DAVP** is the official advertising agencies of the government of India.
15. Demand for product indicates what the consumer will **pay** for.
16. False statistics is a form of **unethical** advertising.
17. Generic advertising is also known as **Primary** advertising.
18. Healthy competition result in regular **growth**.
19. Monopoly is **undesirable**.
20. **Social** advertising is also known as pro bono advertising.
21. **Social** advertising is also known as Probono advertising.
22. **Surrogate** advertising is deceptive.
23. Surrogate advertising is undertaken for products which are **restricted** from advertising.
24. The goal of ASCI is to enhance **Public** confidence in advertising.
25. The Indian advertising industry is regulated and controlled by **ASCI**.
26. The shift in buyer’s behavior is not always caused by **advertising**.

* **TRUE /FALSE-**

1. Ads undertaken by a trade association are called as selective ads. **FALSE**.
2. Advertisers should increase demand at the cost of consumers. **FALSE**.
3. Advertising always creates monopoly. **FALSE**.
4. Advertising can lead to economics of large scale. **TRUE**.
5. Advertising discourage competition. **FALSE**.
6. Advertising do not advertise during recession. **FALSE**.
7. Advertising does have an impact on the values and culture of the society. **FALSE**.
8. Advertising encourage materialistic value. **TRUE**.
9. Advertising enhances value of the brand in market. **TRUE**.
10. Advertising has a direct effect on production costs. **FALSE**.
11. Advertising has only negative impact on the society. **FALSE**.
12. Advertising helps to promote social welfare through public awareness campaign. **TRUE**.
13. Advertising is an element of production cost. **FALSE**.
14. Advertising is an indirect tax. **TRUE**.
15. Advertising which increases demand has a direct effect on distribution costs. **TRUE**.
16. All advertisers adopts exaggerated claims in their advertisement. **TRUE**.
17. ASCI do not have regulatory powers to ban misleading ads. **FALSE**.
18. ASCI has adopted code for self-regulation. **TRUE**.
19. ASCI is a statutory body. **TRUE**.
20. ASCI was set up in 1991. **FALSE**.
21. Children are soft targets for advertisers. **TRUE**.
22. Creative advertising helps to increase demand for the goods. **TRUE**.
23. DAVP is the nodal agency looking after multi-media advertising for the government. **TRUE**.
24. Firms undertaken selective advertising to promote its image. **FALSE**.
25. Generic advertising is also called as selective advertising. **FALSE**.
26. Government undertake advertising through DAVP to promote generic products. **FALSE**.
27. It is ethical to advertise for harmful product. **FALSE**.
28. Political advertising is also known as pro bono advertising. **FALSE**.
29. Self-regulation laws provided guidelines for ethical conduct of advertising. **TRUE**.
30. Social advertising raises consumer awareness. **TRUE**.
31. Surrogate advertising is a form of unethical advertising. **TRUE**.
32. Truthful advertising eventually wins. **TRUE**.
33. Unethical advertising helps the organization in the long run. **FALSE**.
34. Unethical advertising is bad business. **TRUE**.
35. Values do not lead to consumer judgment. **FALSE**.

**MODULE- IV. BRAND BUILDING AND SPECIAL PURPOSE ADVERTISING*.***

* **FILL IN THE BLANKS-**

1. **Advertiser** is the encoder of ad message.
2. **Advocacy** advertising is aggressive in nature.
3. AIDA model is a **mental** process.
4. AIDA model was developed by **E**. **K**. **Strong**.
5. Brand crisis is a **negative** development.
6. Brand equity has **incremental** value.
7. Brand **equity** is the incremental value of a business above the value of its physical assets.
8. **Brand** **equity** refers to the value and strength of the brand that indicates its worth.
9. Brand **image** is multi-dimensional.
10. Communication makes consumers **aware**.
11. Corporate Image Advertising is also known as **institutional** advertising.
12. **David Ogilvy** is considered as the father of image advertising.
13. **DAVP** is a nodal agency of government of India for advertising.
14. **Digital** media attracts highest ad spends.
15. Execution of advertisement in print media involves creative writing and effective **layout**.
16. Green advertising is used to **preserve** environment.
17. **Green** advertising promotes eco-friendly products.
18. **Illustration** in advertising is most popular in rural advertising.
19. **Institutional** advertising focuses on the achievements of the organization.
20. **Institutional** advertising is also called as corporate image advertising.
21. **Internet** is the fastest growing media of advertising.
22. **Noise** negatively affects the transmission.
23. **Recipient** is the decoder of ad messages.
24. **Target** **audience** is the recipient of advertising message.
25. The alphabet in AIDA process stands for **Interest**.
26. The highest advertising spend is on **Television**.
27. **TV** medium had the largest share of ad expenditure in 2016.
28. Under brand crisis **negative** event centers around a particular brand.

* **TRUE/ FALSE-**

1. Advertainment combines the element of advertising and entertainment. **TRUE**.
2. Advertising has no role to play in brand building. **FALSE**.
3. Advertising is a mean of mass communication. **TRUE**.
4. Advocacy advertising is aggressive. **TRUE**.
5. AIDA model places emphasis only on attracting attention. **FALSE**.
6. Brand crisis does not bother advertiser. **FALSE**.
7. Brand crisis does not lead to loss to the company. **FALSE**.
8. Brand crisis is beneficial to the firm. **FALSE**.
9. Brand equity and brand responsibility are synonyms terms. **FALSE**.
10. Brand equity is linked to brand association. **TRUE**.
11. Brand loyalty does not contribute towards brand equity. **FALSE**.
12. Communication ends with decoding. **FALSE**.
13. Communication process requires two elements – the source and the receiver. **FALSE**.
14. Corporate Image Advertising benefits of the organization in the long run. **TRUE**.
15. Digital media gives services 365 days and 24 x 7. **TRUE**.
16. Favourable brand image is an asset to the organization. **TRUE**.
17. Green advertising is eco-friendly. **TRUE**.
18. In 2016 Auto sector was number one in terms of ads expenditure. **FALSE**.
19. In 2016 P&G was the largest advertiser in terms of ad expenditure. **FALSE**.
20. In order to create interest in the advertised product the advertiser makes use of buying motivates and selling points. **TRUE**.
21. Indian rural market is diverse. **TRUE**.
22. Internet faces space crunch. **FALSE**.
23. Internet spyware helps in tracking television advertising. **FALSE**.
24. Marketers need not focus on brand image. **FALSE**.
25. Political advertisers lack accountability. **TRUE**.
26. Political advertising differs from commercial advertising. **TRUE**.
27. Professional firms are not proactive in managing brand crisis. **FALSE**.
28. Quality of brand affects its brand equity. **TRUE**.
29. Rural advertising is a fastest growing segment in domestic market. **TRUE**.
30. Securing action ends selling process. **TRUE**.
31. Straight sell execution style is a technical in nature. **FALSE**.
32. Television advertising is growing with a fastest rate. **FALSE**.
33. Television had the fastest growth in advertising revenue in 2016. **FALSE**.
34. The advertiser decodes the advertising message. **FALSE**.
35. The audience in communication process involves only the buyers. **FALSE**.
36. The Federal Trade Commission has issued guidelines on green advertising. **TRUE**.