

Dr. MRS Memorial College of Business  
Studies Agra,

Question Bank BBA V<sup>th</sup> sem

## Advertising Management

- Q1. What are the types of media used for advertising? Explain various types of media for advertising in brief?
- Q2. What is meant by advertising copy? Explain its types?
- Q3. What is advertising agency? Explain the functions performed by advertising agency?
- Q4. What is consumer behaviour? Explain the importance of studying consumer behaviour in advertising?
- Q5. What do you mean by Integrated Marketing Communication? Explain the importance of IMC?
- Q6. What is sales promotion? Explain the various methods adopted by companies for doing sales promotion?
- Q7. What is personal selling? Explain the importance of personal selling?

Q→8. What do you mean by ethics in advertising? What are the various unethical practices involved in Advertising?

Q→9. What do you understand by selling? Describe the nature of selling? Is there any difference between selling and marketing?

Q→10. Explain the steps involved in personal selling?

Q→11. Define the selling process? Explain the various stages of selling process with the help of a suitable example?

Q→12. What do you mean by advertising? Explain the nature of advertising in detail?