

Advertising & Sales Promotion
MS 416
Practice Set – I

1. Explain the process of communication in the context of advertising. What is noise? How many types of noises are there? What are the sources of noises? How to minimise semantic noise?
2. Explain the concept of Integrated Marketing Communication (IMC). Why the use of IMC has increased?
3. What are the promotional mix elements? What are the 5 M s of advertising?
4. State the difference between advertising and sales promotion with examples.
5. What are advertising appeals? Cite examples of advertising where ‘fear’, ‘humour’, ‘excitement’, ‘joy’ and ‘adventure’ appeals were used.
6. Compare, with the help of flow charts, between all response hierarchy models.
7. Explain the concept of ‘central route’ and ‘peripheral route’ to attitude formation. Explain Elaboration Likelihood Model (ELM) with flow chart.
8. State the differences between ‘Informational advertising’ and ‘Transformational advertising’. Elaborate the Foote Cone Belding (FCB) model.
9. Classify advertisements as per the different stages of Product Life Cycle.
10. Explain the concept of refutational advertisement and inoculation advertisement with examples.
11. Explain how the Classical Learning Theory is used in advertising with examples.
12. State how consumer decision making process and purchase behaviour can be influenced by advertising.