

# **Shahid Virpatni Laxmi Mahavidyalay, Titave**

## **Department Of B.A Mass Media**

### **Question Bank**

**Subject: Advertising & Marketing**

**Class: TY BMM**

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#### **Module I**

1. Define following term : Marketing
  2. Evaluation of Marketing
  3. Marketing Strategies
  4. Elements of marketing mix
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#### **Module II**

1. Define product. Explain Product life cycle.
  2. Classification of Products
  3. How to develop a New Product
  4. Explain Test Marketing
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#### **Module III**

1. What is pricing? Explain factors affecting on Pricing.
  2. Importance and Objectives of Pricing.
  3. Explain Pricing Strategies.
  4. Explain Product distribution channels.
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#### **Module IV**

1. Define following terms: 1. Marketing 2. Product 3. Pricing
2. Evaluation of marketing. Explain marketing strategies.
3. Explain & 7 p's of marketing.
4. Write in details: Distribution channels (Wholesaler, Retailer etc.)

# **Shahid Virpatni Laxmi Mahavidyalay, Titave**

## **Department Of B.A Mass Media**

### **Question Bank**

**Subject: Branding**

**Class: TY BMM**

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#### **Module I**

1. What is a brand?
  2. Write the definition of Branding?
  3. What is Limitations of branding?
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#### **Module II**

1. Explain the Strategies of Branding?
  2. What is Concept Brand Image?
  3. What is future of retail branding?
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#### **Module III**

1. Explain difference between Branding and Marketing?
  2. Write the Note on Brand Image?
  3. What is Elements and Stages of Branding?
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#### **Module IV**

1. Explain the concept of Umbrella Branding?
2. What is Self-Brand?
3. Write About Mass Media and Branding?

# **Shahid Virpatni Laxmi Mahavidyalay, Titave**

## **Department Of B.A Mass Media**

### **Question Bank**

**Subject: MEDIA PLANNING & SCHEDULING Class: TY BAMB**

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#### **Module I**

1. Write a detailed note on importance of media planning
  2. Write in detail the role and responsibilities of media manager.
  3. Write about the need of media planning
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#### **Module II**

1. If you are a media manager how you will select a particular media?
  2. Explain Discuss the use of Facebook for reaching to target audience
  3. What are the factors that influence media planning
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#### **Module III**

1. Discuss the 'timing' and 'target audience' concepts in media planning
  2. Write a note on the importance and need of market research
  3. With suitable examples write a note on different types of advertisements
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#### **Module IV**

1. Explain the use of traditional media in reaching to rural audience
2. Explain different types of media and how to use the media to reach to the target audience
3. What is indoor and outdoor publicity? Explain with suitable example.

# **Shahid Virpatni Laxmi Mahavidyalay, Titave**

## **Department Of B.A Mass Media**

### **Question Bank**

**Subject: Consumer Behavior**

**Class: TY BMM**

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#### **Module I**

1. What is Consumer behavior?
  2. Write Need for studying consumer Behavior?
  3. Elaborate Maslow's need hierarchy theory?
  4. Buying decision process?
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#### **Module II**

1. Write Consumer Behavior & Society?
  2. Common for all Elaborate the Characteristics of Indian culture?
  3. Write the influence on Consumer Behavior?
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#### **Module III**

1. Write the Consumer Behavior & Society?
  2. How to elaborate importance, influence & buying decision process to taking a product?
  3. Mention influence of social class?
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#### **Module IV**

1. Mention Consumer Behavior & Psychology?
2. Elaborate the Consumer Behavior: Significance of Perception, Attitude?
3. Explain of Concept of Personality?
4. Figure out the Rational V/S Emotional appeals?

# **Shahid Virpatni Laxmi Mahavidyalay, Titave**

## **Department Of B.A Mass Media**

### **Question Bank**

**Subject: Introduction to Research**

**Class: TY BMM**

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#### **Module I**

1. What is Research? Explain the Definition and types of Research.
  2. Explain The Need and Scope Of research.
  3. What is the importance of the research?
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#### **Module II**

1. Explain the Qualitative and Quantitative Research.
  2. Basic Principles of scientific Research.
  3. What's the difference between qualitative and quantitative research?
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#### **Module III**

1. What are the 5 data collection techniques?
  2. Explain the sampling Techniques
  3. What are the 5 methods of collecting primary data explain?
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#### **Module IV**

1. What are the three main types of media research?
2. How do you explain content analysis?
3. What are the three types of content analysis?

# **Shahid Virpatni Laxmi Mahavidyalay, Titave**

## **Department Of B.A Mass Media**

### **Question Bank**

**Subject: Advertising Agencies**

**Class: TY BAMB**

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#### **Module I**

1. What is needs and Importance of Advertising agencies?
  2. Elaborate the Client Profitability & Agency commission?
  3. Explain the Agency commission?
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#### **Module II**

1. What is Need & importance of advertising departments?
  2. Elaborate the Finances of advertising of Department?
  3. Explain the Merits and Limitations of advertising department?
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#### **Module III**

1. Explain the relationship between agencies & Clients?
  2. What is Clients Service, explain it in details?
  3. How to Maintaining good relations with clients?
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#### **Module IV**

1. How to development new Business?
2. Growing with new clients?
3. What is Future of advertising in India?
4. Explain the Small agencies growth in India?

# **Shahid Virpatni Laxmi Mahavidyalay, Titave**

## **Department Of B.A Mass Media**

### **Question Bank**

**Subject: Advertising & Society**

**Class: TY BMM**

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#### **Module I**

1. What is Misleading Advertising?
  2. What is all self-Regulation?
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#### **Module II**

1. Explain the Fall Comparison advertising.
  2. What is Stereotyping in Advertising?
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#### **Module III**

1. Explain the Scope & features of MRTP ACT.
  2. What is TRAI?
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#### **Module IV**

1. How is the role of women changing in advertising?
2. How is the role of women changing in advertising?

# **Shahid Virpatni Laxmi Mahavidyalay, Titave**

## **Department Of B.A Mass Media**

### **Question Bank**

**Subject: Customer Relationship And Management Class: TY BAMB**

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#### **Module I**

1. Explain women's health issues?
  2. What are the measures for empowerment of Women?
  3. Write about the impact of Media on Girls education?
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#### **Module II**

1. What is the role of NGOs in the development of women?
  2. What is Concept of Women Empowerment?
  3. What are the legal provisions for protection of working women?
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#### **Module III**

1. Explain the Women's and magazine
  2. Write about the benefits of media for women?
  3. What "are Governmental policies and strategies for women's development?"
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#### **Module IV**

1. Write a note on women's education issues?
2. Explain the difference between the problems of rural women and the problems of urban women?



# **Shahid Virpatni Laxmi Mahavidyalay, Titave**

## **Department Of B.A Mass Media**

### **Question Bank**

**Subject: Laws & Ethics in Advertising**

**Class: TY BAMB**

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#### **Module I**

1. What is Types of Misleading Advertisement?
  2. What is Types of deceptive advertisements?
  3. Explain major Role of Government in Misleading Advertisement?
  4. What is Consumer, What impact about them by advertisement?
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#### **Module II**

1. Explain the False Advertisement?
  2. Elaborate the Use of stereotypes in advertisement?
  3. Elaborate the Use of Women and Children in Advertisement?
  4. Explain the fall comparisons in market?
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#### **Module III**

1. Explain the Act in Advertisement?
  2. What is Role of MRTP Act in Advertisement?
  3. Write the Rules and regulations of ASCI?
  4. Write about Price and Competitions Act of 2002?
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#### **Module IV**

1. What is Meaning and Definition of Surrogate Advertisement?
2. Explain the Merits and De- merits of Surrogate advertisement?
3. Write the Brands of Surrogate?