

AS PER AP-CBCS SYLLABUS 2023-2024

COMPUTER APPLICATIONS(MAJOR/MINOR)

3RD YEAR – SEMESTER - V

ADVERTISEMENT & MEDIA PLANNING

(Common to All Universities in AP)

UNIT I: INTRODUCTION

Introduction: Advertising- Nature and Scope- Functions - Impact on Social, Ethical and Economical Aspects - Its Significance - Advertising as a Marketing Tool and Process for Promotion of Business Development - Criticism on advertising

UNIT – II: STRATEGIES OF ADVERTISEMENTS

Strategies of Advertisements: Types of Advertising Agencies and their Strategies in Creating Advertisements - Objectives - Approach - Campaigning Process - Role of Advertising Standard Council of India (ASCI) - DAGMAR approach

UNIT-III: PROCESS OF ADVERTISEMENT

Process of Advertisement: Creativeness and Communication of Advertising -Creative Thinking - Process - Appeals - Copy Writing - Issues in Creation of Copy Testing -Slogan Elements of Design and Principles of Design

UNIT-IV: MEDIA PLANNING

Media Planning: Advertising Media - Role of Media - Types of Media - Print Media - Electronic Media and other Media - Advantages and Disadvantages - Media Planning - Selection of Media.

UNIT-V: ANALYSIS OF MARKET MEDIA

Analysis of Market Media: Media Strategy - Market Analysis -Media Choices - Influencing Factors - Target, Nature, Timing, Frequency, Languages and Geographical Issues - Case Studies



IMPORTANT QUESTIONS

LEVEL – 1

UNIT-I: INTRODUCTION

- ❖ What is Advertising. Explain Its Merits and Demerits. 1
- ❖ Discuss about the Nature and Scope of Advertising..... 3
- ❖ Write about the Functions of Advertising. 5
- ❖ Analyze the impact of advertising on society. 8
- ❖ Write about the Significance of Advertising 13
- ❖ Discuss about the Advertising as a Market Tool. 16
- ❖ Write about the Process for Promotion of Business Development. 19
- ❖ Critically analyze the common criticisms on advertising. 22

UNIT-II: STRATEGIES OF ADVERTISEMENTS

- ❖ What are the different types of advertising agencies? 33
- ❖ Discuss about the Strategies in Creating Advertisements. 36
- ❖ Explain the objectives of advertising Agencies. 38
- ❖ Explain the approaches in Advertising. 41
- ❖ Describe the Campaigning Process in Advertising. 44
- ❖ Describe the role of the Advertising Standards Council of India (ASCI) in regulating advertising practices. 47
- ❖ Discuss the DAGMAR approach and its significance in setting advertising objectives. 49

UNIT-III: PROCESS OF ADVERTISEMENT

- ❖ Discuss the communication process in advertising and how it influences message delivery. 60
- ❖ Describe the stages involved in the creative thinking process within advertising. 62
- ❖ What are the different types of appeals used in advertising? Discuss with examples. 66
- ❖ Elaborate on the process of copywriting in advertising and the key elements that make an effective advertisement copy. 69
- ❖ Discuss the issues and challenges associated with copy testing in advertising. 71
- ❖ Explain the significance of slogans in advertising and how they contribute to brand identity. 73
- ❖ Describe the elements of design in advertising and their role in creating effective advertisements. 75
- ❖ Discuss the principles of design in advertising and how they influence consumer perception. 78

UNIT-IV: PROCESS OF ADVERTISEMENT

- ❖ Define advertising media and explain its role in the advertising process. 92
- ❖ Discuss the various types of advertising media, including print, electronic, and other media. 95
- ❖ Explain the advantages and disadvantages of print media in advertising. 98
- ❖ Analyze the advantages and disadvantages of electronic media in advertising. 100
- ❖ Describe the advantages and disadvantages of other forms of media used in advertising. 102

AMP5EM - Important Questions

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- ❖ What is media planning? Discuss its importance in the advertising strategy. 104
- ❖ Outline the key steps involved in the media planning process. 105
- ❖ Explain the factors influencing the selection of media in advertising campaigns. 108
- ❖ Compare and contrast the effectiveness of different advertising media in reaching target audiences. 110

UNIT-V: ANALYSIS OF MARKET MEDIA

- ❖ Define media strategy and explain its role in advertising. 125
- ❖ Discuss the importance of market analysis in developing an effective media strategy. 127
- ❖ Describe the various media choices available for advertising and their respective advantages and disadvantages. 129
- ❖ Explain how target audience characteristics impact media planning and selection. 136
- ❖ Discuss the significance of timing and frequency in media planning and their effect on campaign effectiveness. 137
- ❖ Evaluate the role of language and geographical issues in selecting appropriate media channels for advertising. 139
- ❖ Examine how different media strategies can be tailored to suit various market segments. 141
- ❖ Discuss the challenges faced in media planning when dealing with diverse linguistic and geographical markets. 144

LEVEL - 2

- ❖ Discuss about the Ethical and Economical Aspects of Advertising. 11
- ❖ Explain the role of creativity in advertising and its impact on consumer engagement. 58
- ❖ Analyze the integration of creative thinking, copywriting, and design principles in developing a successful advertising campaign. 79
- ❖ Discuss how media planning contributes to the overall success of an advertising campaign. 113
- ❖ Analyze the factors influencing media selection, including target audience, nature of the product, timing, frequency, language, and geographical considerations. 133
- ❖ Analyze a case study where media strategy and market analysis significantly influenced the success of an advertising campaign. 146



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UNIT-I: INTRODUCTION

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2. Discuss about the Nature and Scope of Advertising.3
3. Write about the Functions of Advertising.5
4. Analyze the impact of advertising on society.....8
5. Discuss about the Ethical and Economical Aspects of Advertising.11
6. Write about the Significance of Advertising13
7. Discuss about the Advertising as a Market Tool.....16
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4. Analyze the factors influencing media selection, including target audience, nature of the product, timing, frequency, language, and geographical considerations.133
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6. Discuss the significance of timing and frequency in media planning and their effect on campaign effectiveness.137
7. Evaluate the role of language and geographical issues in selecting appropriate media channels for advertising.139
8. Examine how different media strategies can be tailored to suit various market segments.141
9. Discuss the challenges faced in media planning when dealing with diverse linguistic and geographical markets.144

10. Analyze a case study where media strategy and market analysis significantly influenced the success of an advertising campaign.146

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