



# FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)



'A' Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi and Approved by Bar Council of India & NCTE

BJ(MC): IV SEM

BASICS OF ADVERTISING

Exam code: 202

## OBJECTIVE:

**COGNITIVE DOMAIN:** Students will be able to understand the basic elements of the advertising

**KNOWLEDGE:** Student would be able to explain the function of the advertising.

**UNDERSTANDING:** Student should be able to understand the Role of advertising.

**APPLICATION:** Student would be able to understand the importance of advertising.

**AFFECTIVE DOMAIN:** Student will understand the law and ethics of advertising.

**PSYCHOMOTOR DOMAIN:** Student will be able to understand the models of advertising.

## QUESTION

Q.1 Define advertising. How does it differ from Publicity and propaganda?

Q.2 What is the role of advertising in marketing?

Q.3 Describe the features and importance of advertising?

Q.4 How does advertising encourage consumer choice?

Q.5 What is Product advertising?

## PROCEDURE:

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy OR Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

## OUTCOME:

After doing the assignment, students understand the various basic functioning of the advertising.

## REFERENCE BOOKS:

1) Mohan Mahender Advertising Management: Concepts & Cases;

2) JethwaneyJaishri Advertising: Phoenix Publishing House Pvt.Ltd., New Delhi