KARPAGAM ACADEMY OF HIGHER EDUCATION

DEPARTMENT OF MANAGEMENT

FIFTH SEMESTER – III BBA (Batch: 2015-2018)

ADVERTISING AND SALES PROMOTION (15BAU503)

LECTURE PLAN

Unit - I

Sl.No	Lecture Duration (Hr)	Topic to be Covered	Support Materials
1.	1	Advertising: * Meaning * Definition and Importance	R1:Pg.No.: 2-10
2.	1	Objectives of Advertising	R1:Pg.No.: 10-17
3.	1	Media of Advertising * Indoor advertising	T: Pg.No.: 149-151
4.	1	Newspaper Advertising * Criteria for newspaper selection	T: Pg.No.: 151-157
5.	1	Distinguish between newspaper and magazine Radio broad caste advertising	T: Pg.No.: 158-160
6.	1	Outdoor Advertising: * Meaning, Importance	T: Pg.No.: 161-170
7.	1	Posters, Banners, Painted Display Meaning, Importance, Merits and Demerits	R2: Pg.No.: 141-150
8.	1	Neon signs, publicity: Literature book lets	R2: Pg.No.: 151-156
9.	1	Folders – House Organization	R2: Pg.No.: 156-161
10.	1	Direct mail advertising:*Meaning, Importance	T: Pg.No.: 171-180
11.	1	Cinema and theater programme: Nature and Role	T: Pg.No.: 180-225
12.	1	Television Advertising: Meaning, Importance, Merits and Demerits	T: Pg.No.: 191-225 W1
13.	1	Exhibition, Trade Fair	R2: Pg.No.: 161-165
14	1	Transportation Advertising	R2: Pg.No.: 166-170
15.	1	Recapitulation and Discussion of Important Questions	
Total No. of Hours Planned for Unit - I			**15**

TEXT BOOK: T: Sontaki .C.N. " Advertising", Kalyani Publishers, New Delhi, 3rd Edition, (2013)

REFERENCES: R1: Rathor. B.S "Advertising Management", Himalaya Publishing House, New Delhi 5th Edition, (2012).

R2: Chunawalla. S.A. "Promotion Management", Himalaya Publishing House, New Delhi, 3rd Edition, (2011).

WEBSITES: W1: www.entrepreneur.com/encyclopedia/television-advertising.

Unit – II

Sl.No	Lecture Duration (Hr)	Topic to be Covered	Support Materials
1.	1	Advertising Agencies * Introduction * Meaning and Importance	T: Pg.No.: 370-375
2.	1	Functions of Advertising Agencies	T: Pg.No.: 375-389
3.	1	Advertising Budgets * Nature of Budget * Preparation of Budget	R1: Pg.No.: 172-189
4.	1	Advertising Appeals * Meaning * Nature and Essentials of an appeal * Classification of appeal	T: Pg.No.: 351-369
5.	1	Advertising Organizations Role of Advertising organization	R1: Pg.No.: 224-233
6.	1	Social effect of advertising * Factors affecting social effect * Factors influencing social benefit	T: Pg.No.: 84-107
7.	1	Advertising Copy: * Meaning, Importance	R2: Pg.No.: 84-90
8.	1	Objectives of advertising copy Essentials of advertising copy	R2: Pg.No.: 91-95 W2
9.	1	Types of advertising copy	R2: Pg.No.: 95-98
10.	1	Elements of copy writing	R2: Pg.No.: 99-100
11.	1	Elements: Headlines, Body content	R2: Pg.No.: 100-102
12.	1	Elements: Illustration, Catchy Phrases	R2: Pg.No.: 102-105 W3
13.	1	Slogans * Meaning and importance,	R2: Pg.No.: 106-109
14	1	Identification Marks and Role	R2: Pg.No.: 110-122
15.	1	Recapitulation and Discussion of Important Questions	
Total No. of Hours Planned for Unit - II			**15**

TEXT BOOK : T :

REFERENCES : R1:

R2:

WEBSITES   : W2: www.slideshare.net/MushfiqulHassan/advertising-copy.

W3: www.copyblogger.com/copywriting-101

Unit - III

Sl.No	Lecture Duration (Hr)	Topic to be Covered	Support Materials
1.	1	Advertising Layout * Meaning, Definition	R3: Pg.No.: 55-60
2.	1	Functions of Advertising Layout	R3: Pg.No.: 61-63
3.	1	Significance of Advertising Layout Merits and Demerits of Advertising Layout	R3: Pg.No.: 63-65
4.	1	Design of Layout * Significance of Design Layout	T: Pg.No.: 287-290
5.	1	Typography Printing * Meaning, Nature, Functions	T: Pg.No.: 290-295
6.	1	Process of Typography	T: Pg.No.: 295-297 W4
7.	1	Lithography * Meaning, Functions	T: Pg.No.: 297-298
8.	1	Printing Plates and Reproduction paper	T: Pg.No.: 298-300
9.	1	Cloth-size of Advertising	T: Pg.No.: 300-311
10.	1	Repeat Advertising Significance of Repeat Advertising	T: Pg.No.: 311-333
11.	1	Advertising Campaign * Meaning, Scope	R3: Pg.No.: 70-72
12.	1	Significance of Advertising Campaign	R3: Pg.No.: 72-73
13.	1	Functions of Advertising Campaign	R3: Pg.No.: 73-75
14.	1	Process in Advertising Campaign	R3: Pg.No.: 75-77
15.	1	Recapitulation and Discussion of Important Questions	
Total No. of Hours Planned for Unit - III			**15**

TEXT BOOK   : T :

REFERENCES : R3: Sahni.N.K and Meenu Gupta, " Advertising and Sales Promotion", Kalyani Publisher, New Delhi, 7th Edition, (2013)

WEBSITES   : W4: www.creativebloq.com.

Unit - IV

Sl.No	Lecture Duration (Hr)	Topic to be Covered	Support Materials
1.	1	Sales Force Management * Meaning and Definition	R3: Pg.No.: 78-79
2.	1	Nature of sales force management Objectives of sales force management	R3: Pg.No.: 79-80
3.	1	Importance of sales force management	R3: Pg.No.: 80-81
4.	1	Selling Process	R3: Pg.No.: 81-82 W4
5.	1	Structure and Size of sales force	R2: Pg.No.: 275-277
6.	1	Recruitment: Meaning, Definition, Significance	R2: Pg.No.: 277-279
7.	1	Selection: Meaning, Definition, Significance	R2: Pg.No.: 279-280
8.	1	Motivation of Sales Persons Evaluation of Sales Persons	R2: Pg.No.: 280
9.	1	Formal Evaluation	R2: Pg.No.: 281-282
10.	1	Compensation and Incentives Significance of compensation and	T: Pg.No.: 334-338
11.	1	Fixing Sales Territories Need of Sales Territories Role of Sales Territories	T: Pg.No.: 338-340
12.	1	Sales Quota: Meaning, Definition	R3: Pg.No.: 106-110
13.	1	Significance of Sales Quota	R3: Pg.No.: 110-115
14.	1	Role of Sales Quota	R3: Pg.No.: 116-117
15.	1	Recapitulation and Discussion of Important Questions	
Total No. of Hours Planned for Unit - IV			**15**

TEXT BOOK : T :

REFERENCES : R2:

          R3:

WEBSITES : W4: www.reisa.com.au/publicinfo/steps-in-the-selling-process

UNIT – V

Sl.No	Lecture Duration (Hr)	Topic to be Covered	Support Materials
1.	1	Sales Promotion: * Meaning, Definition, Methods and Objectives	R2: Pg.No.: 244-245
2.	1	Growing Importance of Sales	R2: Pg.No.: 245-246
3.	1	Scheme Selection	R2: Pg.No.: 246-247
4.	1	Scheme Execution	R2: Pg.No.: 247-249
5.	1	Promoting the sales promotion schemes	R2: Pg.No.: 249-254 W5
6.	1	Marketing Promotion Communication	R3: Pg.No.: 128-129
7.	1	Features of Communication	R3: Pg.No.: 129-130
8.	1	Marketing Promotion Communication Tools Concept of Marketing Communication	R3: Pg.No.: 130-131
9.	1	Promotional Instrument Techniques of Sales Promotion	R3: Pg.No.: 131-135
10.	1	Consumer and Dealers Promotion Packing, Guarantee	T: Pg.No.: 400-410
11.	1	Personal Selling: Meaning, Definition Nature, and Objective Process of Personal Selling Types of Salesman	R3: Pg.No.: 136-144
12.	1	Recapitulation and Discussion of Important Questions	
Total No. of Hours Planned for Unit – V			**12**
13.	1	Discussion of previous ESE Question papers	
14.	1	Discussion of previous ESE Question papers	
15.	1	Discussion of previous ESE Question papers	**3**
Total No. of Hours Planned for Unit – V & Previous ESE Question Papers Discussion			**15**

TEXT BOOK   : T :

REFERENCES : R2:

                 R3:

WEBSITES   : W5: www.managementstudyguide.com/tools-of-promotion.

15BAU503   CORE - ADVERTISING AND SALES PROMOTION   5 - - 5

COURSE OBJECTIVE

- Advertising and Sales Promotion represents the importance of advertising media and role of advertising agency.
- This paper provides the overview of sales promotion, sales force management and advertising budget.

COURSE OUTCOME

- To create awareness among students about the advertisement functions.

- To enhance the students knowledge in various types of advertisement

- To enlighten the students knowledge in sales promotional strategy

UNIT I

Advertising – Meaning - Importance – Objectives – Media - Forms of Media- Press - Newspaper, Trade Journal- Magazines- Outdoor Advertising – Posters - Banners- Neon Signs, Publicity, Literature Booklets, Folders - House Organizations - Direct Mail Advertising- Cinema and Theatre Programme – Radio and Television Advertising- Exhibition - Trade Fair – Transportation Advertising.

UNIT II

Advertising Agencies – Advertising Budgets - Advertising Appeals - Advertising organisations – Social Effects of Advertising - Advertising Copy - Objectives – Essentials – Types - Elements of Copy Writing - Headlines, Body Copy- illustration- Catchy Phrases and Slogans - Identification Marks.

UNIT III

Advertising Layout – Functions - Design of Layout- Typography Printing Process- Lithography – Printing Plates and Reproduction Paper, and Cloth - Size Of Advertising - Repeat Advertising - Advertising Campaign - Steps In Campaign Planning.

UNIT IV

Sales Force Management - Importance- Sales Force Decision- Sales Force Size – Recruitment and Selection - Training – Methods - Motivating Salesman Controlling - Compensation and Incentives - Fixing Sales Territories - Quota – Evaluation.

UNIT V

Sales Promotion - Meaning - Methods – Promotional Strategy – Marketing Communication and Persuasion – Promotional Instruments - Techniques of Sales Promotion – Consumer and Dealers Promotion - After Sales Service – Packing – guarantee – Personal Selling – Objectives – Salesmanship – Process of Personal Selling – Types of Salesman.

1

TEXT BOOKS

1. Sontaki C.N. (2007). Advertising and Sales Management. Kalyani Publishers,

   Ludhiana.

REFERENCES

1. Chunawalla, Reddy, Appanaiah. (2014). An Introduction to Advertising and

   Marketing Research. Himalaya Publishing House, Mumbai

1. S.A.Chunuwalla, K.C.Sethia. (2011). Foundations of Advertising Theory and Practice**,** Himalaya Publishing House, Mumbai.
2. Julian Cummins. (2010). Sales Promotion, Universal Book Stall, New Delhi.
3. Sandage Fryburger Rotzoll. (2013). Advertising Theory and Practice.   A.I.T.B.S Publishers and Distributors, New Delhi.

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DEPARTMENT OF MANAGEMENT

FIFTH SEMESTER - III BBA (BATCH: 2015-2018)

ADVERTISING AND SALES PROMOTION -15BAU503

UNIT – I

Advertising – Meaning - Importance – Objectives – Media - Forms of Media- Press - Newspaper, Trade Journal- Magazines- Outdoor Advertising – Posters - Banners- Neon Signs, Publicity, Literature Booklets, Folders - House Organizations - Direct Mail Advertising- Cinema and Theatre Programme – Radio and Television Advertising- Exhibition - Trade Fair – Transportation Advertising.

INTRODUCTION

Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communications that helps to sell products, services, ideas and images, etc. Many believe that advertising reflects the needs of the times. One may like it or not but advertisements are everywhere. Advertisements are seen in newspapers, magazines, on television and internet and are heard on radio. The average consumer is exposed to a very large number of advertisements every day, particularly the urban and semi-urban population.

It seems almost impossible to remain totally neutral and not take any notice of modern day advertising. The most visible part of the advertising process is the advertisements that we see, read, or hear and praise or criticize. Many suitable adjectives are used to describe advertising, depending on how an individual is reaching, such as great, dynamic, alluring, fascinating, annoying, boring, intrusive, irritating, offensive, etc.

Advertising is an indicator of the growth, betterment and perfection of civilization. It is part of our social, cultural and business environment. It is not at all surprising that advertising is one of

the most closely scrutinized of all business institutions. In today's environment, not only are advertisers closely examined by the target audience for whom that advertisement are meant, but by society in general.

MARKETING-MIX AND PROMOTION-MIX

The marketing mix is the combination of elements necessary to the planning and execution of the total marketing operation. The 'Four Ps' concept of the marketing mix, developed by Philip Kotler, and widely adopted by marketing teachers, creates four division of the mix, namely, product,, price, promotion and place. Advertising comes under promotion. Under promotion mix there are several components like advertising, personal selling, sales promotion, publicity, direct marketing etc. Advertising is one of the components of promotion as shown in fig below.
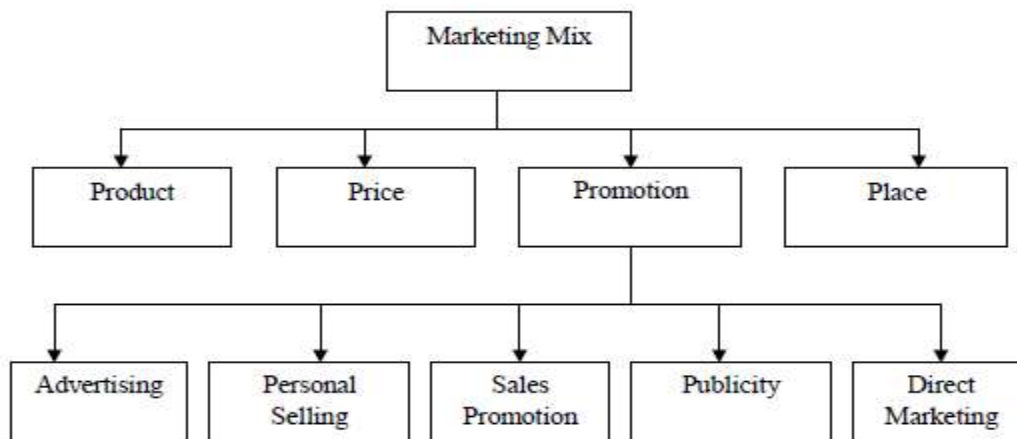
ORIGIN OF ADVERTISING

It has been wrongly assumed that the advertising function is of recent origin. Evidences suggest that the Romans practiced advertising; but the earliest indication of its use in this country dates back to the Middle Ages, when the use of the surname indicated a man's occupation. The seller in primitive times relied upon his loud voice to attract attention and inform consumers of the

availability of his services. If there were many competitors, he relied upon his own personal magnetism to attract attention to his merchandise. Often it became necessary for him to resort to persuasion to pinpoint the advantages of his products. Thus, the seller was doing the complete promotion job himself. The invention of hand press increased the potentialities of advertising.

SHAKESPEARE'S TIMES:

By Shakespeare's times, posters had made their appearance, and assumed the function of fostering demand for existing products. Another important event was the emergence of the pamphlet as an advertising medium. The early examples of these pamphlets disclose their sponsorship by companies want to generate goodwill for their activities. The low cost of posters and handbills encouraged a number of publishers to experiment with other methods.

HISTORY OF ADVERTISING

The recorded history of advertising goes back to about 5000 years including the modern satellite and Internet age. Our knowledge of advertising in ancient times is quite fragmented. Nevertheless, it seems that the urge to advertise is a part of human nature since ancient times. The diggings by archaeologists, in countries rimming the Mediterranean sea, has unearthed a Babylonian Clay tablet of about 3000BC, Bearing inscription for an ointment dealer, a scribe and a shoe mark, Romans and their predecessor knew that "it pays to advertise". Papyri found in the ruins of Thebes (Egypt) show announcements offering rewards for the return of runaway slaves about 3000 BC.

Before the invention of printing from movable type (about AD 1438) by Johann Gutenberg there were three forms of advertising. Trademarks: Craftsman, in early times, wanted to be identified for their skills and placed their individual marks on goods that they crafted. This led to reputation

building of particular artisans by word of mouth. Buyers learnt to look for distinctive marks just as we look today for brands names and trademarks on products. Signs: Phoenicians, and other traders, painted commercial messages on prominent tocks along trade routes that they frequented. These messages highly praised the products that were for sale.

This is an example of ancient outdoor advertising, Archaeologists have revealed, from excavations at Pompeii, that little shops had inscriptions on walls near the entrance to inform the passers-by whether the shop sold pottery, wine, bread, or any other goods.Town Criers: This system of town criers was perhaps, present in all developed civilizations of the ancient world. In Greece, during the golden age, town criers were paid to go around town spreading news and making announcements in the streets of Athens. Epics and history books about ancient India reveal that the rulers used the system of town criers in India to inform the public of various public interest matters. In rural India, town criers were used till as late as the 1950s. The first known printed advertisements in the English language appeared nearly forty years after the invention of movable type. William Caxton of London printed the first advertisements. It was a handbill of rules for the guidance of clergy at Easter and was put on church doors. The printed newspaper emerged from the newsletters, which were handwritten by professional writers for limited circulation among the nobles and others. The first ad, in any language, to be printed on a circulated sheet appeared in German news pamphlets in about 1525. The ad praised the virtues of a mysterious drug. It was from such beginnings that the printed newspaper emerged and the first printed newspaper in English came out in 1622, called the Weekly News of London.

 The first advertisement appeared in an English newspaper in 1625.The first ad in America appeared in 1704 in the Boston Newsletter. The first ad that appeared offered a reward for the capture of a thief. This was more like the reward for returned slaves written on Egyptian Papyrus

thousands of years before present day advertising came into being.By the middle of the 17th century, weekly newspapers called 'mercuries' started to appear in England. Most of the early advertisements in these newspapers were in the form of announcements. Importers of products new to England were prominent advertisers. The first ad offering coffee appeared in a newspaper in 1652, followed by an offering of chocolate in 1657 and tea in 1658.

ADVERTISING– DEFINITION

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor." – American Marketing Association.

"Advertising is controlled, identifiable information and persuasion by means of mass communications media."

"Advertising is the non-personal communication of marketing-related information to a target audience, usually paid for by the advertiser, and delivered through mass media in order to reach the specific objectives of the sponsor." – John J Burnett.

"Advertising is a message paid for by an identified sponsor and delivered through mass medium of mass communication. Advertising is persuasive communication. It is not neutral; it is not unbiased; it says; 'I am going to sell you a product or an idea.'"

- J Thomas Russell and W. Ronald Lane

What Advertisement Is?

Advertisement is a mass communicating of information intended to persuade buyers to by products with a view to maximizing a company's profits. The elements of advertising are:

(i) It is a mass communication reaching a large group of consumers. (ii) It makes mass production possible. (iii) It is paid non-personal communication, not delivered by an actual person, nor is it addressed to a specific person. (iv) It is a commercial communication because it

is used to help assure the advertiser of a long business life with profitable sales. (v) Advertising can be economical, for it reaches large groups of people. This keeps the cost per message low.

(vi) The communication is speedy, permitting an advertiser to speak to millions of buyers in a matter of a few hours. (vii) Advertising is identified communication. The advertiser signs his name to his advertisement for the purpose of publicizing his identity.

INCLUDED IN ADVERTISING

(i) The information in an advertisement should benefit the buyers. It should give them more satisfactory expenditure of their rupees.

(ii) It should suggest better solutions to their problems.

(iii) The content of the advertisement is within the control of the advertiser, not the medium.

(iv) Advertising without persuasion is ineffective. Advertisement that fails to influence anyone, either immediately or in the future, is a waste of money.

(v) The function of advertising is to increase the profitable sales volume. That is, advertising expenses should not increase disproportionately.

Advertising includes the following forms of medium: The messages carried in-

- Newspapers and magazines;

- Radio and television broadcasts;

- Circular of all kinds, (whether distributed by mail, by person, thorough tradesmen, or by inserts in packages);

- Dealer help materials,

- Window display and counter – display materials and efforts;

- Store signs, motion pictures used for advertising,

- Novelties bearing advertising messages and Signature of the advertiser,

- Label stags and other literature accompanying the merchandise.

EXCLUDED FROM ADVERTISING

Advertising is not an exact science. An advertiser's circumstances are never identical with those of another; he cannot predict with accuracy what results his future advertising efforts will produce.

(i) Advertising is not a game, because if advertising is done properly, both the buyer and the seller benefit from it.

(ii) Advertising is not a toy. Advertiser cannot afford to play with advertising. Advertising funds come from sales revenue and must be used to increase sales revenue.

(iii) Advertisements are not designed to deceive. The desire and hope for repeat sales insures a high degree of honesty in advertising.

THE ACTIVITIES EXCLUDED FROM ADVERTISING ARE:

1. The offering of premiums to stimulate the sale of products;

2. The use of exhibitions and demonstrations at fairs, show and conventions;

3. The use of samples and activities, involving news releases and the activities of personal selling forces;

4. The payment of advertising allowances which are not used for advertising;

5. The entertainment of customers

ADVERTISING OBJECTIVES

Each advertisement is a specific communication that must be effective, not just for one customer, but for many target buyers. This means that specific objectives should be set for each particular advertisement campaign. Advertising is a form of promotion and like promotion; the objectives of advertising should be specific. This requires that the target consumers should be specifically identified and that the effect which advertising is intended to have upon the consumer should be clearly indicated. The objectives of advertising were traditionally stated in terms of direct sales. Now, it is to view advertising as having communication objectives that seek to inform persuade and remind potential customers of the worth of the product. Advertising seeks to condition the consumer so that he/she may have a favorable reaction to the promotional message. Advertising objectives serve as guidelines for the planning and implementation of the entire advertising programme.

THE BASIC OBJECTIVES OF AN ADVERTISING PROGRAMME MAY BE LISTED AS BELOW:

(i) To stimulate sales amongst present, former and future consumers. It involves decision regarding the media, e.g., TV versus Print.

(ii) To communicate with consumers. This involves decision regarding copy.

(iii) To retain the loyalty of present and former consumers. Advertising may be used to reassure buyers that they have made the best purchase, thus building loyalty to the brand name or the firm. (iv) To increase support. Advertising impliedly bolsters the morale of the sales force and of distributors, wholesalers, and retailers, to instill confidence in organisation.

(v) To project an image. Advertising is used to promote an overall image of respect and trust for an organization. This message is aimed not only at consumers, but also at the government, shareholders, and the general public.

IMPORTANCE OF ADVERTISING

Generally, advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middlemen to stock the product by building consumer interest. It can help train dealers salesmen in product uses and applications. It can build dealer and consumer confidence in the company and its products by building familiarity.

ADVERTISING IS TO STIMULATE MARKET DEMAND.

While sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product, it is seldom solely relied upon. Advertising is efficiently used in combination with personal selling or point-of-purchase display, to directly move customers to buying action.

- Advertising has become increasingly important to business enterprises – both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is based on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising Labour organizations have also used advertising to make their viewpoints known to the public at large. Advertising assumes real economic importance.

- Advertising strategies that increase the number of units sold and stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower prices. Lower consumer prices then allow these products to become available to more people.

CLASSIFICATION AND TYPES OF ADVERTISING

1. Product – Related Advertising

    A. Pioneering Advertising

    B. Competitive Advertising

    C. Retentive Advertising

2. Public Service Advertising

3. Functional Classification

    A. Advertising Based on Demand Influence Level.

        a. Primary Demand (Stimulation)

        b. Selective Demand (Stimulation)

    B. Institutional Advertising

    C. Product Advertising

  a. Informative Product Advertising

  b. Persuasive Product Advertising

  c. Reminder-Oriented Product Advertising

4. Advertising based on Product Life Cycle

  A. Consumer Advertising

  B. Industrial Advertising

5. Trade Advertising

  A. Retail Advertising

  B. Wholesale Advertising

6. Advertising Based on Area of operation

  A. National advertising

  B. Local advertising C. Regional advertising

PRODUCT – RELATED ADVERTISING

It is concerned with conveying information about and selling a product or service.

Product advertising is of three types

A. Pioneering Advertising

B. Competitive Advertising

C. Retentive Advertising

i. PIONEERING ADVERTISING

This type of advertising is used in the introductory stages in the life cycle of a product. It is concerned with developing a "primary" demand. It conveys information about, and selling a product category rather than a specific brand. For example, the initial advertisement for black –

and – white television and colour television. Such advertisements appeal to the consumer's emotions and rational motives.

ii. COMPETITIVE ADVERTISING

It is useful when the product has reached the market-growth and especially the market-maturity stage. It stimulates "selective" demand. It seeks to sell a specific brand rather than a general product category. It is of two types:

A. Direct Type: It seeks to stimulate immediate buying action.

B. Indirect Type: It attempts to pinpoint the virtues of the product in the expectation that the consumer's action will be affected by it when he is ready to buy.

Example: Airline Advertising Air India attempts to bid for the consumer's patronage either immediately –direct action-in which case, it provides prices, time tables and phone numbers on which the customer may call for reservations; or eventually – indirect action – when it suggests that you mention Air India's name when talking to your travel agent.

PUBLIC SERVICE ADVERTISING

This is directed at the social welfare of a community or a nation. The effectiveness of product service advertisements may be measured in terms of the goodwill they generate in favour of the sponsoring organization. Advertisement on not mixing drinking and driving is a good example of public service advertising. In this type of advertising, the objective is to put across a message intended to change attitudes or behaviour and benefit the public at large.

FUNCTIONAL CLASSIFICATION

Advertising may be classified according to the functions that it is intended to fulfill.

(i) Advertising may be used to stimulate either primary demand or selective demand.

(ii) It may promote either the brand or the firm selling that brand.

(iii) It may try to cause indirect action or direct action.

I. ADVERTISING BASED ON DEMAND INFLUENCE LEVEL

A. PRIMARY DEMAND STIMULATION

Primary demand is demand for the product or service rather than for a particular brand. It is intended to affect the demand for the type of product, and not the brand of that product. Some advertise to stimulate primary demand. When a product is new, primary demand stimulation is appropriate. At this time, the marketer must inform consumers of the existence of the new item and convince them of the benefits flowing from its use. When primary demand has been stimulated and competitors have entered the market, the advertising strategy may be to stimulate the selective demand.

B. SELECTIVE DEMAND STIMULATION

This demand is for a particular brand such as Charminar cigarettes, Surf detergent powder, or Vimal fabrics. To establish a differential advantage and to acquire an acceptable sort of market, selective demand advertising is attempted. It is not to stimulate the demand for the product or service. The advertiser attempts to differentiate his brand and to increase the total amount of consumption of that product. Competitive advertising stimulates elective demand. It may either be direct or indirect type.

ii. INSTITUTIONAL ADVERTISING

Institutional Advertising may be formative, persuasive or reminder oriented in character. Institutional advertising is used extensively during periods of product shortages in order to keep the name of the company before the public. It aims at building for a firm a positive public image in the eyes of shareholders, employees, suppliers, legislators, or the general public. This sells only the name and prestige of the company. This type of advertising is used frequently by large companies whose products are well known. HMT or DCM, for example, does considerable institutional advertising of its name, emphasizing the quality and research behind its products.

Institutional advertisements are at consumers or focus them upon other groups, such as voters, government officials, suppliers, financial institutions, etc. If it is effective, the target groups will respond with goodwill towards, and confidence in the sponsor. It is also a useful method of introducing sales persons and new product to consumers. It does not attempt to sell a particular product; it benefits the organization as a whole. It notifies the consumers that the company is a responsible business entity and is patriotic; that its management takes ecologically responsible action, is an affair- motive action employer, supports the socialistic pattern of society or provides employment opportunities in the community.

III. PRODUCT ADVERTISING

Most advertising is product advertising, designed to promote the sale or reputation of a particular product or service that the organization sells. Indane's Cooking Gas is a case in point. The marketer may use such promotion to generate exposure attention, comprehension, attitude change or action for an offering. It deals with the non-personal selling of a particular good or service. It is of three types:-

A. Informative Product Advertising

B. Persuasive Product Advertising

C. Reminder-Oriented Product Advertising

A. Informative Product Advertising

This form of advertising tends to characterize the promotion of any new type of product to develop an initial demand. It is usually done in the introductory stages of the product life cycle. It was the original approach to advertising.

B. PERSUASIVE PRODUCT ADVERTISING

Persuasive product advertising is to develop demand for a particular product or brand. It is a type of promotion used in the growth period and, to some extent, in the maturity period of the product life cycle.

C. REMINDER-ORIENTED PRODUCT ADVERTISING

The goal of this type of advertising is to reinforce previous promotional activity by keeping the brand name in front of the public. It is used in the maturity period as well as throughout the declining phase of the product life cycle.

Advertising Based on Product Life Cycle

A. Consumer Advertising B. Industrial Advertising

A. CONSUMER ADVERTISING

Most of the consumer goods producers engage in consumer product advertising. Marketers of pharmaceuticals, cosmetics, scooters, detergents and soaps, cigarettes and alcoholic beverages are examples. Baring a few, these products are all package goods that the consumer will often buy during a year. There is a heavy competition among the advertisers to establish an advantage for their particular brand.

B. INDUSTRIAL ADVERTISING

Industrial executives have little confidence in advertising. They rely on this form of promotion merely out of fear that their competitors may benefit if they stop their advertising efforts. The task of the industrial advertiser is complicated by the multiple buying influence characteristics like, the derived demand, etc. The objectives vary according to the firm and the situation. They are:

To inform,

To induce inquiries,

To get the advertiser's name on the buyer's list of sources,

To provide support for the salesman,

To motivate distributors, to create or change a company's image,

To create or change a buyer's attitude.

The basic appeals tend to increase the rupee profits of the buyer or help in achieving his non-monetary objectives. Trade journals are the media most generally used followed by catalogues, direct mail communication, exhibits, and general management publications. Advertising agencies are much less useful in industrial advertising.

TRADE ADVERTISING

a. Retail Advertising b. Wholesale Advertising

A. RETAIL ADVERTISING

This may be defined as "covering all advertising by the stores that sell goods directly to the consuming public." It includes, also advertising by establishments that sell services to the public,

such as beauty shops, petrol pumps and banks. Advertising agencies are rarely used. The store personnel are usually given this responsibility as an added task to be performed, together with their normal functions.

The result is that advertising is often relegated to a secondary position in a retail store. One aspect of retail advertising is co-operative advertising. It refers to advertising costs between retailers and manufacturers. From the retailer's point of view, co-operative advertising permits a store to secure additional advertising that would not otherwise have been available.

B. WHOLESALE ADVERTISING

Wholesalers are, generally, not advertising minded, either for themselves or for their suppliers. They would benefit from adopting some of the image-making techniques used by retailers – the need for developing an overall promotional strategy. They also need to make a greater use of supplier promotion materials and programmes in a way advantageous to them.

ADVERTISING BASED ON AREA OF OPERATION

It is classified as follow:

A. National Advertising

B. Regional Advertising

C. Local Advertising

NATIONAL ADVERTISING

The term 'national advertising' has a special connotation that advertising is not confined to any geographic area within the nation. This type of advertising is undertaken mostly by a marketer of branded product or services, sold through different outlets in the distribution chanel, wherever

they may be located and appears in both national and regional media like print, electronics, outdoor etc. Apparently the term 'national advertising' conveys mass marketing effort. In reality this does not necessarily mean that the product is sold nationwide. The goal is to inform, persuade or remind consumers about company or brand. National advertising often identifies a specific target audience and attempts to create an image for the product. For example the ad for Mercedes-E class is targeting a specific segment in the Indian market.

B. Regional Advertising

It is geographical alternative for organizations. For example, Amrit Vanaspati based in Rajpura claims to be the leading hydrogenated oil producer in the Punjab. But, until recently, it mainly confined itself to one of the vegetable oil brands distribution to Malihabad district (in U.P. near Lucknow).

C. Local Advertising

It is generally done by retailers rather than manufacturers. These advertisements save the customer time and money by passing along specific information about products, prices, location, and so on. Retailer advertisements usually provide specific goods sales during weekends in various sectors.

ADVERTISING ACCORDING TO MEDIUM

The most common classification of advertising is by the medium used. For example: TV, radio, magazine, outdoor, business periodical, newspaper and direct mail advertising. This classification is so common in use that it is mentioned here only for the sake of completeness.

MEDIA PLANNING

The media planning process is not an easy one. There many options which include mass media such as television, newspaper, radio, and magazines as well as out of home media such as outdoor advertising, transit advertising, and electronic billboards. A variety of support media such as direct marketing, interactive media, promotional products advertising, and in-store point-of-purchase options must also be considered. The importance of media planning as a function has grown immensely with the coming of cable and satellite channels and the emergence of new media such as the Internet and mobile phones.

SOME BASIC TERMS AND CONCEPTS

Media planning is the series of decisions involved in delivering the promotional message to the prospective purchaser and/or users of the product or brand. Media planning is a process, which means a number of decisions are made, each of which may be altered or abandoned as the plan develops.

Medium is the general category of available delivery systems, which includes broadcast media (like TV and radio), print media (like newspapers and magazines), direct mail, outdoor advertising and other support media.

Media Vehicle is the specific carrier within a medium category. For example, Times of India and Indian Express is print vehicle. Reach is a measure of the number of different audience members exposed at least once to a media vehicle in a given period of time. Coverage refers to the potential audience that might receive the message through a vehicle.

MEDIA SCENARIO IN INDIA

The Indian media scene is interesting, intriguing, and, at the same time,, mind boggling. India has had a long tradition of oral media which continues to be used by companies, especially to reach out to the rural area. Mass media in India not more than a hundred years old, but its development in technology can be compared with the best in the world. The reach of mass media however, has not grown in proportion. The reason for this is due to low level literacy and wide spread poverty. For more than four decades after independence, there was only government-controlled electronics media in India. Today, there are about two hundred channels are there to choose. The entry of FM in the radio sector, media planning has become an intricate, and, at the same time interesting area of study. The emergence of independent media buying agencies has further complicated buying, as the agency that plans a campaign may not necessarily be planning or buying the media. All these developments have put media planning at the centre stage of the advertising business and created huge opportunities for professionals.

TYPES OF MEDIA

The media class refers to the general category of message delivery systems available to carry advertising message to a target audience. For example, print media, broadcast media, and outdoor media etc. are media class. Within these categories are media subclasses (medium) such as newspapers, magazines, Television, radio, internet, mobile and so on.

The media vehicle is the specific message carrier within a medium, such as Times of India, India Today, Filmfare, Femina, Star Sports etc are the examples of media vehicle in print and broad cast media. Media schedule specifies media scheduling and the timing decision.

THE MEDIA PLAN

Media planning is the series of decisions involved in delivering the promotional message to the prospective purchaser and/or users of the product or brand. Media planning is a process, which means a number of decisions are made, each of which may be altered or abandoned as the plan develops. The media plan is the guide for media selection. It requires development of specific media objectives and specific media strategies designed to attain these objectives. Once the decision have been made and the objectives and strategies formulated, this information is organized into the media plan. There are many media to choose from. However,
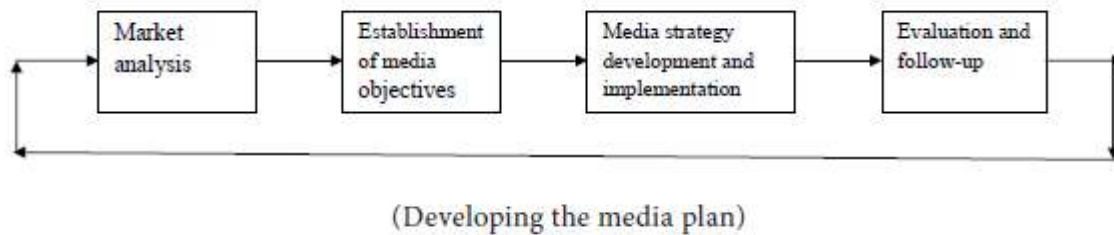
As per (Scissors and Bumba 1995) a good media plan needs to address the following issues:

- How many audiences is the media plan proposing to reach?

- What are the best media to place the advertisements in?

- How many times should the advertisement appear?

- What would the idea media mix be?

- Which geographical regions should the advertisement appears in?

DEVELOPING THE MEDIA PLAN

Developing media planning involves a series of stages as follows:

1. Market analysis and target market identification

2. Establishment of media objectives

3. Media strategy development and implementation

4. Evaluation and follow up

(Developing the media plan)

TYPE OF MEDIA OUTLETS

While just a few years ago marketers needed to be aware of only a few media outlets, today's marketers must be well-versed in a wide range of media options. The reason for the growing number of media outlets lies with advances in communication technology, in particular, the Internet. As we discussed in the Advertising Trends section in Part 13, the number of media outlets will continue to grow as new technologies emerge.

Next we provide an overview of 10 leading media outlets:

1. Television Advertising

2. Cable Network

3. Radio Advertising

4. Print Publications Advertising

5. Internet Advertising 6. Direct Mail Advertising

7. Signage

8. Product Placement

9. Mobile Devices

10. Sponsorships Advertising

11. Other Advertising

TELEVISION ADVERTISING

Television advertising offers the benefit of reaching large numbers in a single exposure. Yet because it is a mass medium capable of being seen by nearly anyone, television lacks the ability to deliver an advertisement to highly targeted customers compared to other media outlets. Television networks are attempting to improve their targeting efforts. In particular, networks operating in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming (i.e., TV shows geared to specific interest groups) designed to appeal to selective audiences. However, television remains an option that is best for products that targeted to a broad market. The geographic scope of television advertising ranges from advertising within a localized geographic area using fee-based services, such as cable and fiber optic services, to national coverage using broadcast programming.

Television advertising, once viewed as the pillar of advertising media outlets, is facing numerous challenges from alternative media (e.g., Internet) and the invasion of technology devices, such as digital video recorders (see more in the Advertising Trends section in Part 13: Advertising), that have empowered customers to be more selective on the advertisements they view. Additionally, television lacks effective response tracking which has led many marketers to investigate other media that offer stronger tracking options.

CABLE NETWORK

Local cable network are being used frequently by local advertisers, such as retail oulets, coaching classes etc, because of the geographic flexibility it becomes very cost effective. Advertisement through local cable can act as a frequency booster by virtue of its low cost. However, local cable network is unorganized and therefore it is uncertain whether ad will appear as per schedule.

RADIO ADVERTISING

Promotion through radio has been a viable advertising option for over 80 years. Radio advertising is mostly local to the broadcast range of a radio station, however, at least three options exist that offer national and potentially international coverage. First, in many countries there are radio networks that use many geographically distinct stations to broadcast simultaneously. In the United States such networks as Disney (children's programming) and ESPN (sports programming) broadcast nationally either through a group of company-owned stations or through a syndication arrangement (i.e., business agreement) with partner stations. Second, within the last few years the emergence of radio programming delivered via satellite has become an option for national advertising. Finally, the potential for national and international advertising may become more attractive as radio stations allow their signals to be broadcast over the Internet. In many ways radio suffers the same problems as television, namely, a mass medium that is not highly targeted and offers little opportunity to track responses. But unlike television, radio presents the additional disadvantage of limiting advertisers to audio-only advertising. For some products advertising without visual support is not effective.

PRINT PUBLICATION ADVERTISING

Print publications such as magazines, newspapers and Special Issue publications offer advertising opportunities at all geographic levels. Magazines, especially those that target specific niche or specialized interest areas, are more narrowly targeted compared to broadcast media. Additionally, magazines offer the option of allowing marketers to present their message using high quality imagery (e.g., full color) and can also offer touch and scent experiences (e.g., perfume). Newspapers have also incorporated color advertisements, though their main advantage rests with their ability to target local markets.

INTERNET ADVERTISING

The fastest growing media outlet for advertising is the Internet. Compared to spending in other media, the rate of spending for Internet advertising is experiencing tremendous growth. However, total spending for Internet advertising remains relatively small compared to other media. Yet, while Internet advertising is still a small player, its influence continues to expand and each year more major marketers shift a larger portion of their promotional budget to this medium. Two key reasons for this shift rest with the Internet's ability to: 1) narrowly target an advertising message and, 2) track user response to the advertiser's message.

The Internet offers many advertising options with messages delivered through websites or by email. Website Advertising - Advertising tied to a user's visit to a website accounts for the largest spending on Internet advertising. For marketers, website advertising offers many options in terms of:

Creative Types – Internet advertising allows for a large variety of creative types including text-only, image-only, multimedia (e.g., video) and advanced interactive (e.g., advertisement in the form of online games).

Size – In addition to a large number of creative types, Internet advertisements can be delivered in a number of different sizes (measured in screen pixels) ranging from full screen to small square ads that are only a few pixels in size. The most popular Internet ad sizes include banner ads (468 x 60 pixels), leader board (728 x 90 pixels) and skyscraper (160 x 600 pixels).

Placement – The delivery of an Internet advertisement can occur in many ways including fixed placement in a certain website location (e.g., top of page), processed placement where the ad is delivered based on user characteristics (e.g., entry of words in a search box, recognition of user via Internet tracking cookies), or on a separate webpage where the user may not see the ad until they leave a site or close their browser (e.g., pop-under).

EMAIL ADVERTISING – Using email to deliver an advertisement affords marketers the advantage of low distribution cost and potentially high reach. In situations where the marketer possesses a highly targeted list, response rates to email advertisements may be quite high. This is especially true if those on the list have agreed to receive email, a process known as "opt-in" marketing. Email advertisement can take the form of a regular email message or be presented within the context of more detailed content, such as an electronic newsletter. Delivery to a user's email address can be viewed as either plain text or can look more like a website using web coding (i.e., HTML). However, as most people are aware, there is significant downside to email advertising due to highly publicized issues related to abuse (i.e., spam).

DIRECT MAIL

This method of advertising uses postal and other delivery services to ship advertising materials, including postcards, letters, brochures, catalogs and flyers, to a physical address of targeted customers. Direct mail is most effective when it is designed in a way that makes it appear to be special to the customer. For instance, a marketer using direct mail can personalize mailings by

including a message recipient's name on the address label or by inserting their name within the content of marketer's message.

Direct mail can be a very cost-effective method of advertising, especially if mailings contain printed material. This is due to cost advantages obtained by printing in high volume since the majority of printing costs are realized when a printing machine is initially setup to run a print job and not the because of the quantity of material printed. Consequently, the total cost of printing 50,000 postcards is only slightly higher than printing 20,000 postcards but when the total cost is divided by the number of cards printed the cost per-card drops dramatically as more pieces are printed. Obviously there are other costs involved in direct mail, primarily postage expense.

OUTDOOR MEDIA

The out medium is now becoming an interesting medium. Outdoor is an effective medium to cover the mobile population. The use of signs to communicate a marketer's message places advertising in geographically identified areas in order to capture customer attention. The most obvious method of using signs is through billboards, which are generally located in high traffic areas. Outdoor billboards come in many sizes, though the most well-known are large structures located near transportation points intending to attract the interest of people traveling on roads or public transportation. Indoor billboards are often smaller than outdoor billboards and are designed to attract the attention of foot traffic (i.e., those moving past the sign). For example, smaller signage in airports, train terminals and large commercial office space fit this category.

SIGNAGE AND BILLBOARDS

The use of signs to communicate a marketer's message places advertising in geographically identified areas in order to capture customer attention. The most obvious method of using signs is through billboards, which are generally located in high traffic areas.

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While billboards are the most obvious example of signage advertising, there are many other forms of signage advertising include:

- Sky writing where airplanes use special chemicals to form words

- Plane banners where large signs are pulled behind an airplane

- Mobile billboards where signs are placed on vehicles, such as buses and cars, or even

PRODUCT PLACEMENT ADVERTISING

Product placement is an advertising approach that intentionally inserts products into entertainment programs such as movies, TV programs and video games. Placement can take several forms including:

- Visual imagery in which the product appears within the entertainment program

- Actual product use by an actor in the program

- Words spoken by an actor that include the product name

Product placement is gaining acceptance among a growing number of marketers for two main reasons. First, in most cases the placement is subtle so as not to divert significant attention from the main content of the program or media outlet. This approach may lead the audience to believe the product was selected for inclusion by program producers and not by the marketer.

This may heighten the credibility of the product in the minds of the audience since their perception, whether accurate or not, is that product was selected by an unbiased third-party. Second, in Advertising, entertainment programming, such as television, is converging with other media, particularly the Internet. In the future a viewer of a television program may be able to easily request information for products that appear in a program by simply pointing to the product on the screen. With the information they may get the option to purchase the product. As this technology emerges it is expected that product placement opportunities will become a powerful promotional option for many marketers.

MOBILE DEVICE ADVERTISING

Handheld devices, such as cell phones, personal digital assistants (PDAs) and other wireless devices, make up the growing mobile device market. Such devices allow customers to stay informed, gather information and communicate with others without being tied to a physical location. While the mobile device market is only beginning to become a viable advertising medium, it may soon offer significant opportunity for marketers to reach customers at anytime and anyplace.

Also, with geographic positioning features included in newer mobile devices, the medium has the potential to provide marketers with the ability to target customers based on their geographic location. Currently, the most popular advertising delivery method to mobile devices is through plain text messaging, however, over the next few years multimedia advertisements are expected to become the dominant message format.

SPONSORSHIPS

A subtle method of advertising is an approach in which marketers pay, or offer resources and services, for the purpose of being seen as a supporter of an organization's event, program or product offering (e.g., section of a website).

Media Characteristics

Media	Advantages	Disadvantages
Television	➤ Mass coverage ➤ High reach ➤ Impact of sight, sound, and motion ➤ High prestige ➤ Low cost per exposure ➤ Attention getting ➤ Favourable image	➤ Low selectivity ➤ Short message life ➤ High absolute cost ➤ High production cost ➤ Clutter
Radio	➤ Low coverage ➤ Low cost ➤ High Frequency ➤ Flexible ➤ Low production cost ➤ Well-segmented audience	➤ Audio only ➤ Clutter ➤ Low attention getting ➤ Fleeting message
Cinema	➤ Impact of big screen with sound, movement and colour ➤ Attracts young crowd ➤ Theatre viewing a socializing event ➤ Selective local advertising coverage possible which can gain immediate impact	➤ Television has eroded the cinema audience bas ➤ Slow buildup of audience ➤ Attendance is low and infrequent ➤ Commercials shown either in the beginning or at the interval, when high attendance is not ensured
Magazines	➤ Segmentation potential ➤ Quality reproduction ➤ High information content ➤ Longevity ➤ Multiple readers	➤ Long lead time for ad placement ➤ Visual only ➤ Lack of flexibility

Newspapers	➤ High coverage ➤ Low cost ➤ Sleek time for placing ads ➤ Advertisements can be placed in interest sections ➤ Timely ➤ Reads control exposure ➤ Can be used for coupons	➤ Short life ➤ Clutter ➤ Low attention-getting ➤ capabilities ➤ Poor production quality ➤ Selective reader exposure
Outdoor	➤ Location specific ➤ High repetition ➤ Easily noticed	➤ Short exposure time requires short ad ➤ Poor image ➤ Local restrictions
Direct mail	➤ High selectivity ➤ Reade controls exposure ➤ High information content ➤ Opportunity for repeat exposures	➤ High cost/contact ➤ Poor image (junk mail) ➤ Clutter
Internet and Interactive Media	➤ User selects product information ➤ User attention and involvement ➤ Interactive relationship ➤ Direct selling potential ➤ Flexible message platform	➤ Limited creative capabilities ➤ Web snarl (crowded access) ➤ Technology limitations ➤ Few valid measurement techniques ➤ Limited reach
Mobile	➤ A communication revolution ➤ Reach not dependent on location ➤ Reach the right target audience ➤ Permission marketing possible ➤ Emotional connotations ➤ An all pervasive medium	➤ Nuisance value ➤ Intrusion in privacy ➤ A possible health hazard ➤ Literacy barrier

BUSINESS ADVERTISING IS OF THREE TYPES:

- Industrial Advertising, Trade Advertising, and Professional Advertising.

INDUSTRIAL ADVERTISING: Industrial advertising is meant for people who buy or influence the purchase of industrial goods and services. These goods and services are used in the manufacture of other products. Industrial goods include raw materials, machinery, equipments, semi manufactured goods, machine parts. Industrial products also include those things that are used to conduct business, i.e. office machines, desks, computers, file cabinets etc.

The industrial services include insurance, book keeping or accounting, and maintenance. These kinds of products and services are advertised mostly in business or specialized publications and sometimes in general mass publications also.

TRADE ADVERTISING: The second type of business advertising is trade advertising. Trade means the chain of organizations that manufactures and marketers use to reach the final consumers. These include the stockiest, wholesalers, dealers and retailers. Trade advertising is done to achieve greater distribution by expanding the existing chain of outlets and encouraging existing outlets to stock more of the products.

PROFESSIONAL ADVERTISING: Professional advertising, the third type of business advertising, is aimed at professionals like doctors, engineers, architects, teachers, lawyers etc. These advertisements appear in highly specialized professional journals. Professional advertising has three objectives:

- To convince professionals to buy particular brands of equipment or service for use in their work,
- To persuade professionals to use the product personally, and

- To encourage professionals to recommend or prescribe a specific product or service to their clients or patients.

STRENGTHS OF CINEMA ADVERTISING:

PREMIUM MARKETING OPPORTUNITY

Cinema Advertising has also contributed to the overall cinema experience. Since the CAC's founding in 2003, the industry has tracked healthy growth. This trend continues as cinema advertising delivers advertisers a premium marketing opportunity in a unique environment with an attentive audience, multiple consumer touch points, and new technologies-including digital capabilities delivering flexible and entertaining pre-shows.

John Fithian, president of National Association of Theatre Owners (NATO), speaking at the "Marquee Marketing at the Movies" event noted that Cinema Advertising has become part of the core business of theatre owners, citing that cinema advertising income ranks third in revenue streams behind ticket sales and concessions. And, regarding audience acceptance, said that patrons are not just comfortable with the pre-show, but that they actually like it.

UNIQUE AUDIENCE

The cinema audience is unique in that it is attentive, engaged, and comprised of highly desirable young, affluent, and well educated consumers who aren't distracted by telephones, remote-control devices, electronic media, or simply performing household activities away from broadcast media during commercial breaks.

In 2012, the CAC announced that in 2011, 128 new brands embraced cinema advertising, while local spending grew 3.4 percent. Since 2002, the cinema advertising industry has averaged $600

million in revenue and an average of 15.7 percent annual growth. In 2011, CAC members reported annual sales of $644,294,000.

NEW TECHNOLOGY-DIGITAL DELIVERY

The medium's impressive growth can be attributed in part to the advancement of the digital platform. Within the last two years, a primary contributor to the rapidly increasing use of the medium by national advertisers has been the shift from analog to Digital projection systems, easing barriers to entry driven by production and fighting practices. This shift to digital production systems has also led to the development of "digital pre-shows" which enable cinema advertising vendors to project advertisements in a seamless presentation of motion advertising and long-form, entertainment-based content.

TRANSPORT ADVERTISEMENT

The transport advertisement is one of the most effective and cheap advertisements. By means of sticking folio to the cars the entire car fleet of the company could be transformed into movable advertisement, which works 24 hours a day and in the same time on the place of sales. The use of public transport as a way for advertising by means of branding busses, trams, trolleys, trains or subway trains is also a very popular and efficient form of advertisement. By means of this form one reaches the dynamic public, which moving to work or home is subject of our advertisement campaign. This effect is much strengthened through the sizes of the vehicles, which reach more than 100m2. Said in another words, the advertisement on vehicles is a movable mega board.

EVENT AND EXHIBITIONADVERTISMENT

Every event is unique in itself from the point of view of the used advertisement elements. The purpose is that one should combine all visual materials, such as banners, columns, billboards, screens etc, so that it should strengthen and express to the maximum extent the effect from the size.

ADVERTISING AND SALES PROMOTION -15BAU503

UNIT – I

POSSIBLE QUESTIONS

PART – B

1. Describe the classification of advertising?

2. Explain the factors affecting the choice of an advertising media?

3. Define advertising and describe its characteristics?

4. Elaborate the various methods of advertising media?

5. Elucidate the types of print media advertising and describe its merits and demerits?

6. Describe the classification of advertisement?

7. Elaborate the methods of advertising media?

8. Describe the merits and demerits of different types of out-door advertising?

9. Elaborate the role of direct mail advertising media with suitable examples?

10. Describe the scope of advertising media?

*CIA- 3 X 10 = 30 (EITHER OR TYPE)

MODEL - 5 X 8 = 40 (EITHER OR TYPE)

**ESE - 5 X8 = 40 (EITHER OR TYPE)

KARPAGAM ACADEMY OF HIGHER EDUCATION
DEPARTMENT OF MANAGEMENT
FIFTH SEMESTER - III BBA (BATCH: 2015-2018)
ADVERTISING AND SALES PROMOTION -15BAU503
UNIT - I
PART - A (Each Question Carry One Mark) (Online Examination) Multiple Choice Questions

S.No.	Questions	Opt 1	Opt 2	Opt 3	Opt 4	Answer
1	Advertising is a _____ concept	Macro	Micro	Mini	Hypothesis	Macro
2	_____ is a Macro concept	Marketing	Advertising	Selling	Buying	Advertising
3	Advertising is a mass _____ proce	Organization	Production	Selection	Communication	Communication
4	_____ is a mass communication pro	Marketing	Advertising	Selling	Buying	advertising
5	The pure advertising formula is _____	AIDA	4 P'S	4 C'S	4P'S &4C'S	AIDA
6	In AIDA - I denotes for	Intension	Initiative	Interest	Indent	Interest
7	_____ will built the brandimage	Marketing	Advertising	Selling	Buying	Advertising
8	Advertising will built the _____ imag	Packing	Trading	Designing	Brand	Brand
9	Advertising is the _____ process	Impersonal	Personal	Binomial	Nominal	Impersonal
10	_____ is the impersonal process	Marketing	Advertising	Selling	Buying	Advertising
11	Advertising is purely _____	Dependent	Nominal	Independent	Denomination	Independent
12	_____ is purely independent	Marketing	Advertising	Selling	Buying	Advertising
13	In AIDA - D denotes for …………..	Decision	Design	Delegation	Desire	Desire
14	In AIDA - first A denotes for …………	Average	Atleast	Attention	Action	Attention
15	In AIDA - last A denotes for …………	Average	Atmost	Attention	Action	Action
16	The word advertising is means turning of ………. to something.	Desire	Attraction	Attention	Interest	Attention
17	Which tool of the promotional mix is defined as any paid form of non personal presentation and promotion	Advertising	Public relations	Direct marketing	Sales promotion	Advertising
18	Advertising is one of the _____ mix	Selling	Production	Promotion	Product	Promotion
19	_____ is one of the promotional mi	Marketing	Advertising	Selling	Buying	Advertising
20	_____ is the main aime of advertising	Production	Promotion	Product	Publicity	Publicity

21	Advertising is a _____ & business pr	Social	Production	Promotion	Public	Social
22	Advertising is a social & _____ pro	Production	Promotion	Public	Business	Business
23	Newspaper is _____ advertis	Indoor	Direct method	utdoor advertisin	Indirect	Indoor
24	Magazines are _____ advertising	Direct method	utdoor advertisin	Direct	Indoor	Indoor
25	Trade Journals are the kind of _____	Direct method	utdoor advertisin	Indoor	Marketing	Indoor
26	Posters are the kind of _____ advert	Direct method	Outdoor	Indoor	Marketing	Outdoor
27	Banners are the kind of _____ adve	Indoor	Marketing	Direct method	Outdoor	Outdoor
28	Cut outs are the kind of _____ adv	Indoor	Marketing	Outdoor	Direct method	Outdoor
29	Window display is one of the kind of __	Displays	Marketing	Outdoor	Direct method	Displays
30	_____ is one of the Advertising proces	Production	dvertisement cop	Promotion	Public	dvertisement copy
31	Advertising aims at _____	Product selling	Marketing	ustomer relation	Mass communication	Mass communication
32	Display and demonstrations is a ………	Film advertising	TV advertising	Radio advertising	Point of purchase	Point of purchase
33	. ………is a free distribution of an item in an attempt to obtain consumer acceptance	Coupons	Contests	Premiums	A Sample	A Sample
34	…………….. Offers a discount usually of 5 to 10 % on the next purchase.	Coupons	Contests	Premiums	A Sample	Coupons
35	Weekly of India's is the ………….magazines	General magazine	ecialized magazin	Special issues	Daily magazines	General magazines
36	Famine for women is the …………. ma	General magazine	ecialized magazin	Special issues	Daily magazines	ecialized magazin
37	Telephone directories are the …………	General magazine	ecialized magazin	Special issues	Daily magazines	Special issues
38	The blitz is the ……… magazines	General magazine	ecialized magazin	Special issues	Daily magazines	General magazines
39	The sarita is the ……… magazines	General magazine	ecialized magazin	Special issues	Daily magazines	General magazines
40	.,……is capable of gaining more attenti	ndoor advertising	utdoor advertisin	Marketing	Marketing researc	utdoor advertising
41	Cartoons films fall under …category	Film advertising	motional advertis	Specialty advertising	Radio advertising	Film advertising
42	Advertising is a ……nature of selling.	Personal	Impersonal	Direct	Intention	Impersonal

43	Direct mail advertisement is an example	Direct method of advertising	Indirect method of advertising	Indoor advertising	Marketing	Direct method of advertising
44	Press publicity is an example of ………	Direct method of advertising	Indirect method of advertising	Indoor advertising	Marketing	Direct method of advertising
45	TV is an example of ………….	Direct method of advertising	Indirect method of advertising	Indoor advertising	Marketing	Indirect method of advertising
46	Cinema is an example of ……………..	Direct method of advertising	Indirect method of advertising	Indoor advertising	Marketing	Indirect method of advertising
47	An ……… is a device that carries the advertising message to the consumers	Advertising medium	Advertisement	Advertising copy	Marketing	Advertising medium
48	. …………. Is also a book let containing a detailed history of the product.	Folders	Sales letters	Brochures	Post cards	Brochures
49	……….. are also simple sheets of papers folded in an attractive manner	Folders	Sales letters	Brochures	Post cards	Folders
50	……… defines advertising as any paid form of non personal presentation	AMA	Stanton	Hall	AAA	AMA
51	_____ fill the communication gap between manufactures and consumers	Advertising media	Information	Message	Advertiser	Advertising media
52	The series of action to attain media obje	Media planning	Media strategy	Media selection	Media buying	Media planning
53	Evaluation of an ad before it is transmitted to the audience is known as _____	Pre testing	Post testing	Concurrent testing	Advertising research	Pre testing
54	Building selective demand is the objective of which type of advertising _____	Informative advertising	Persuasive advertising	Reminder advertising	Demand-driven advertising	Demand-driven advertising
55	product is the objective for which type of advertising?	Informative advertising	Psychological advertising	Reminder advertising	Persuasive advertising.	Reminder advertising

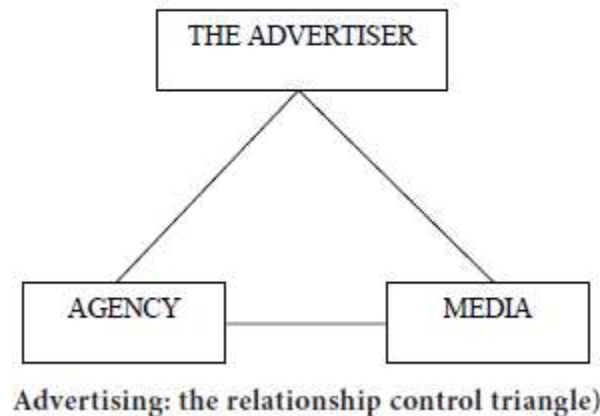| No.	Question					
56	After determining its advertising objectives, a company next sets its _____ for each product.	Advertising strategy	Advertising budget	Advertising goals	Advertising format	Advertising budget
57	Evaluation conducted after the transmission of an ad is known as _____	Post testing	Pre testing	Concurrent testing	Copy testing	Post testing
58	If a company gives false message to the customers, it is known as _____	Deception	Subliminal ads	Obscene ads	Cheating	Deception
59	Advertisement that uses the fame of popular person is known as _____	Celebrity Ad	Customer Ad	Publicity	Creativity	Celebrity Ad
60	Advertising is subject to _____	Social norms	Group norms	Company norms	Dynamic norm	Social norms

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KARPAGAM ACADEMY OF HIGHER EDUCATION

DEPARTMENT OF MANAGEMENT

FIFTH SEMESTER - III BBA (BATCH: 2015-2018)

ADVERTISING AND SALES PROMOTION -15BAU503

UNIT – II

Advertising Agencies – Advertising Budgets - Advertising Appeals - Advertising organisations – Social Effects of Advertising - Advertising Copy - Objectives – Essentials – Types - Elements of Copy Writing - Headlines, Body Copy- illustration- Catchy Phrases and Slogans - Identification Marks.

ADVERTISING INDUSTRY

In advertising agency there are three-inter-relating groups - the advertiser, agency and media.

Advertising: the relationship control triangle)

The advertising industry consists of three principal groups:

(a) Sponsors;

(b) Media; and

(c) Advertising agencies or advertising departments.

Advertising agencies are of two basic types, viz., Independent; and House.

An independent agency is a business that is free to compete for and select its clients. A house agency is owned by its major client. A house agency is not completely free to serve other clients. The advertising department an integral part of the organization it serves.

The advertising agency provides for the client a minimum of:

(i) Media information, such as the availability of time and space

(ii) Creative skills, such as "campaign planning" and "appeal planning" and

(iii) Research capabilities, such as providing brand preference data.

ADVERTISING AGENCY

An advertising agency is an independent organization set up to render specialized services in advertising in particular and in marketing in general. Advertising agencies started as space brokers for the handling of the advertisements placed in newspapers.

Over the years, the function of the agencies has changed. Their main job today is not to aid media but to serve advertisers.

ADVERTISING AGENCIES- THE INDIAN SCENARIO

As of 2004-05, there are 775 accredited advertising agencies in India, besides hundreds of smaller ones looking for accreditation to be engaged in national advertising. In order to get credit facilities and full agency discounts from the media, agencies need to get accreditation from the Indian Newspaper Society (INS).

A large number of newspapers are members of INS, which protects the interests of the newspapers that publish advertisements of several advertisers. In case advertisers do not release payment to the agency against advertisements placed in the media by the agency on their behalf

or in case the agency receives money from the clients but fails to pay the media, the INS steps in. The complaints are registered with the INS, which looks into them and in extreme cases may even advice member of media organization to blacklist such advertisers of advertising agencies.

FUNCTIONS OF AN ADVERTISING AGENCY

The broad functions of an advertising agency are planning, preparing, and placing advertisements. Planning begins with the advertiser, also known as client in advertising parlance. The broad objectives of the advertising campaign are decided after talks with the client team during which the agency tries to find out about the various characteristics of the product and its strengths and weaknesses in relation to competitive brands. The people from the advertising agency should know about the client's sale volume, distribution channels, competitive edge, and consumer insights. After gathering insight about the brand, the agency is expected to be objective in its recommendation. Agencies are expected to verify the insights gathered from the client to be certain about various aspects of the product and related issues. It is here that the account planning team of the agency steps in to gather consumer insights, find out about the distribution chain, packaging and point of purchase, and to study the advertising agencies of competing brands. All the information and insights put together give the advertising agency an idea about the job ahead.

This is followed by work on the 'big idea', visual inputs, and media strategy and options in the proposed campaign. The account executive is the facilitator among various specialist departments and the client. The media planning department within the agency or a media buying agency that works for the agency has to work closely with other specialist departments while deciding the media strategy and choice of media. Its recommendations must provide justification for the choice of certain media and should satisfy the client when they represent the agency in the presentation team.

PURPOSE OF ADVERTISING AGENCY

Most of the advertisers' use the services of advertising agencies Advertisers can have more than one advertising agency for different services at any given time. They use advertising agencies for various purposes such as to:

- Advertise and counsel on marketing strategy.

- Advice and counsel on advertising and media strategy and tactics

- Prepare and develop print, outdoor and electronic advertisements.

- Carry out collateral design of various items such as display material, PoP material and other promotional material.

- Help and counsel on sales promotion and other communication task

TYPES OF ADVERTISING AGENCIES

Advertising agencies are of various types which are as follows

Full-Service Agencies

A full service agency provides whole range of services to clients, both advertising and non-advertising. Advertising services encompass planning, creating, and producing advertising campaigns, which broadly include account planning, research, creative services, media planning, and productions of advertising material for print, broadcast, and out-door media. Non-advertising functions may include public relations, making corporate identity plans, packaging, organizing fairs, exhibitions and training material, etc.

Some generic are even involved in their client's marketing processes, which may include distribution and suggesting marketing strategies for their products.

A La Carte Agencies

An a la carte agency is such type of agency where one can order according to their choice, can be had from a full service agency or small special outfits. Such outfits specialize in creative concepts, strategy development, media planning etc. Their services are used by small and medium-size agencies which may not be in a position to afford highly paid creative writers or media planners.. At times advertisers commission such outfits for their specialized services.

House Agencies

A house agency is an advertising agency established by a company to look after its advertising requirements. Keeping in view the accreditation, such agencies get media recognition, and are hence entitled to 15% commission on media billing, which becomes a sort of saving for the advertiser. With time, the agencies may start doing outside work also.

Infact, in the Indian context, two top agencies, viz, Lintas and Mudra communications, started as the house agencies of Hindustan Lever Ltd. and Reliance respectively.

Working with Advertising Agency

Some organization does not employ advertising agencies because they may be eligible for the media discount. Others feel that they can accomplish the advertising objectives more effectively than the agencies themselves. These marketers often employ their own advertising specialists. Various organizations use captive agencies that work primarily or solely for the organization. Those organizations which do employ agencies are well-advised to establish a strong working relationship with them. It is especially important that the marketer fully inform the agency personnel of his marketing strategy and advertising objectives.

ADVANTAGE OF USING AGENCIES

1. The marketer gains a number of benefits by employing agencies. An agency generally has an invaluable experience in dealing with various advertising and marketing issues.

2. The lessons which agency learned in working with other clients are useful inputs for the marketer.

3. An agency may employ specialists in the various areas of preparation and implementation of advertising plans and strategies.

4. The personnel are not members of the marketer's management team. They bring objective and unbiased viewpoints to the solution of advertising and other marketing problems.

5. The discounts that the media offer to agencies are also available to advertisers. This is a strong stimulus to them to use an agency, for the media cost is not much affected thereby.

6. The company normally does not have as many types of specialists as a large or medium-sized advertising agency has because an agency can spread the costs or its staff over many clients. It can do more for the same amount of money.

7. The company can also get an objective, outside viewpoint from an agency, assuming that the agency representatives are not acting as "Yes man" in order to keep the advertiser's account.

8. A related point is that the company can benefit from the agency's experience with many other products and clients.

9. Another advantage is that agency feels a greater pressure than the company's own department to produce effective results. The relations between an agency and a client are very easy to terminate; but it is difficult to get rid of an ineffective advertising department.

10. The manner in which agencies are compensated, the use of an agency may not cost the advertiser a single paisa.

MAKING THE FINAL DECISION

When you judge the final agency work, keep the following points in mind:

If, despite your instructions, an expensive and glossy presentation has been produced, it is clear that the agency is desperate for business and is prepared to cut down on the service to existing clients in the hope of netting a new account.

A good example of glossy presentations going adrift was reported in Advertising Age, October 9, 1967. Trans World Airlines (TWA) decided to remain with Foote, Cone & Belding after hearing presentations from 17 other invited agencies. The magazine states:

 "An executive from one of the losing shops said he was prepared for the gamble, but not for the reaction of one of his clients. The Client, believing reports that the TWA presentations set back the contending agencies by as much as one million dollars, asked his shop to invest a proportionate amount of money in a new campaign for his top product.

"He said, in effect, that we are spending this money to make a presentation for another account, and now we should spend some of his money to improve his advertising," the advertising executive said.

Selecting an Agency

While selecting an advertising agency, the importance of compatibility should be borne in mind. An agency takes a long time to grasp the problems and accumulate the facts that are necessary for the smooth functioning of a client. Though this investment period is long, it pays rich dividends. Therefore, an agency should not be frequently changed.

Here are some points that can help the advertiser to:

(i) Choose an agency; and

(ii) Get the best out of an agency.

CHOOSING AN AGENCY

The agency should be able to think independently on various problems, and not solve them by pre-conceived notions which it is unwilling to change. The agency should have experience in selling goods and ideas. It should be able to bring in more results than anticipated. The company should be financially sound and should be able to cover both local and national advertising campaigns.

The size of the agency should not be seriously taken into account. A big agency is not necessarily better than a small agency.

The agency should not be one that hesitates to correct the advertiser if it feels that he is wrong.

The agency should be able to use both research and brains to solve problems.

An agency that plans to make profit on an account should be chosen, rather than one that maintains that it will work on a no-profit-no-loss basis.

Getting the Best Out of an Agency

- The agency should be given all possible information if good service is expected from it.

- The advertiser should go as far as possible to keep the agency on its toes.

- The agency should be challenged to produce results.

- Criticism, when it is handed out, should not be only unfavourable. It should also be favourable.

- Unnecessary details should not be fussed over.

- The advertiser should appoint a special person for liaison work between his company and the agency, and not expect the agency to contact the junior staff.

- The advertiser should allow the agency, where necessary, to break away from convention in its presentations.

- The agency should be paid extra, if it does any extra work.

ADVERTISING BUDGET STRATEGY

The size of the advertising budget can have an impact upon the composition of the advertising mix. In general, a limited promotion budget may impel the management to use types of promotion that would not be employed otherwise, even though they are less effective than the others.

Industrial firms generally invest a larger proportion of their budgets in personal selling than in advertising, while the reverse is true of most producers of consumer goods. Organizations with small budgets may be forced to use types of advertising that are less effective than others.

Some marketers find it necessary to restrict their efforts primarily to personal selling and publicity. There are organizations with small promotion budget which take the opposite course of action. They concentrate on advertising and sales promotion, and neglect other methods. Some

marketers advertise in expensive ways (through classified advertisement in newspapers and magazines) and spend virtually nothing on personal selling.

There is universal difficulty of relating advertising expenditures to sales and profit results. Determining the results of advertising and consequently the amount of money to be allocated in advertising budget are complicated by several major difficulties as follows:

(i) The effects of external variables such as population, or income, changes on economics conditions and competitive behaviour;

(ii) Variations in the quality of advertising;

(iii) Uncertainly as to the time-lag effect of advertising; and

(iv) The effect of the firm's other marketing activities, such as product Improvement and stepped-up personal selling.

The above complexities make the companies resort to more than one method of determining the size of their advertising budget. Advertising Budget involves the allocation of a portion of the total marketing resources to the advertising function in a firm. The size of the budget allocation should be based on the potential contribution that advertising can make. Advertising budgeting should be based on a careful analysis of the opportunity for using advertising.

Marginal Analysis Approach

The marginal analysis approach to the allocation of resources provides a useful framework. How much should a firm spend on advertising, a firm may choose to spend promotion funds up to the point where marginal cost equals marginal revenue. Such analysis may be used for advertising budget decision.

The allocation procedure is to increase advertising expenditure until each rupee of advertising expense is matched by an additional rupee of profit. This marginal analysis results in the

maximization of the productivity. The difficulty arises in the identification of this optimal point. The following table illustrates this point.

Marginal Analysis for Advertising Budgeting
(` in thousands)

Alternative Advertising Expenditure	Marginal Advertising Costs	Net Revenue	Marginal Revenue	Total Profit	Marginal Profit
30	–	20	–	-10	-1
35	5	24	+ 4	-11	-1
40	5	30	+6	-10	+1
45	5	40	+10	-5	+5
50	5	55	+15	+5	+10
55	5	77	+22	+22	+17
60	5	88	+11	+28	+6
65	5	95	+7	+30	+2
70	5	98	+3	28	-2
75	5	99	+1	24	-4
80	5	99	0	+19	-5
85	5	97	-2	+12	-7
90	5	95	-2	+5	-7
95	5	90	-5	-5	-10
100	5	83	-7	-12	-7

This analysis assumed that the management desires to maximize the profit contribution from advertising. It is not feasible to spend on advertising in increments of less than `5,000. The net revenue refers to sales minus all the non-advertising costs which are based on a pre-determined non-advertising marketing mix. At lower levels of advertising (less than ` 5,000), the company cannot generate sufficient sales to cover all the costs. So, 5,000 represent the absolute minimum advertising budget for the company to make any profit at all.

According to the Marginal analysis management must select performance objectives for advertising expenditures. Marginal analysis relies on sales and profitability, which are important to assess the potential contribution of advertising expenditures. For advertising decisions for a new product introduction, the management may determine a minimum budget level and then asses the different levels above this.

Implementing the marginal analysis is a difficult task. Advertising is not the only factor affecting product performance. It is also difficult to predict the time pattern of the contribution, for it cannot be assumed that advertising will have an immediate impact. All these factors make it difficult for us to assess precisely the net sales marginal revenues, or other performance contribution estimates.

To cope with the realities of advertising budgeting, a variety of procedures have been adopted, which vary considerably when compared with the marginal analysis framework.

ADVERTISING BUDGET ALLOCATION BY "RULE OF THUMB"

Under this approach, the decisions on the amount to be spent are made by advertising managers in co-operation with advertising agency. Many companies resort to more than one method of determining the size of their advertising budgets. Some methods which are in common use are as follows:-

1. Profit Maximization: The best method for determining advertising expenditure is to identify a relationship between the amount spent on advertising and profits, and to spend that amount of money which maximizes the net profits. Since the effects of advertising may be reflected in future sales too, the advertiser maximizes the present value of all future profits at an appropriate rate. Therefore, a very few advertisers are able to implement the profit-maximizing approach to determine their advertising expenditure.

2. Advertising as a Percentage of Sales : Advertising Allocation = % ´ ` Sales

A pre-determined percentage of the firm's past sales revenue (or projected sales revenue) is allocated to advertising. But the question is - What is the relationship between advertising expenditure and sales revenue? Though it looks simple, it is not an effective way of achieving the objectives. Arbitrary percentage allocation fails to provide for the flexibility.This method ignores the real nature of the advertising job. It is not necessarily geared to the needs of the total marketing programme. But this method is widely used. Its wide use reflects the prevailing uncertainty about the measurement of advertising effectiveness. It is an easy way of minimizing the difficulties of annual budgeting negotiations. It is also safe method as long as competitors use a similar method. The fixed sum per unit approach differs from the percentage of sales approach in only one respect that it applies a pre-determined allocation to each sales or production unit.

3. The Objective and Task Approach

The most desirable method is the objective and task approach. It is goal-oriented. The firm agrees on a set of marketing objectives after intensive market research. The costs of advertising are then calculated. When the resulting amount is within the firm's financial means, it is the advertising budget. It involves the following two steps:

(a) First, the organization must define the goals the promotional mix is to accomplish. For example, a 5 per cent increase in market share, or a 10 per cent rise in gross sales, or a 3 per cent addition to net profit, or more likely, a combination of several items.

(b) Second, it must determine the amount and the type of promotional activity required to accomplish the objectives set. The sum of these becomes the firm's promotion budget.

A crucial assumption underlies the objective and task approach is that the productivity of each advertising rupee is measurable. The task approach starts by asking what the objectives of the

advertising campaign are. The "advertisability" of the product is more sharply defined. This approach requires that assumptions about media, copy, and all the other parts of a campaign be co-coordinated to achieve a specific set of objectives. The task approach has special merit in the introduction of a new product. The main problem with this approach is that it is not easy to determine the cost of fulfilling an objective or to decide whether an objective is worth fulfilling. The task method forces advertising managers to engage in advance planning.

4. Competitive Parity Approach

This approach ties its budget to the rupees or percentage of sales expended by its competitions. This approach tries to match the competitor's outlays and meet competition either on absolute or relative basis. It involves an estimate of industry advertising for the period and the allocation of an amount that equal to its market share in the industry.

Meeting competition's budget does not necessarily relate to the objective of promotion and is inappropriate for most marketing programmes. It is a defensive approach. It assumes that the promotion needs of the organization are the same as those of its rival and makes it easy for analyzing the realities of its own competitive situation and to ignore the possibility of other strategies. But the needs will never be the same. It also assumes that budgets arrived at by competitors are correct, but they may have arrived at in a haphazard manner. Besides, their marketing strategies may also be different from our organization. Therefore, this method may be recommended only as a supplement to others. However, the imitate-competitors strategy is most applicable in industries where competition is in order to prosper and even to survive. In a way, is better than the per cent of sales method as it recognizes that the competition as a key element in marketing and promotes stable relationships. Competitive parity budgets can be determined in

several ways; but all are based on spending approximately the same amount or percentage of

sales as one's competitors. Some of the ways include:

(a) Spend the same rupee amount on advertising as a major competitor does.

(b) Spend the same percentage of sales on advertising as a major competitor does.

(c) Spend the same percentage of sales on advertising as the average for the entire industry.

(d) Use one of these "rules of thumb" in a particular market.

All these have one common characteristic, that is, the actions of competitors determine the

company's advertising budget. But under this situation, a company faces several risks. Sufficient

information may not be readily available to estimate the competitor's advertising budget. Such

information is derived from secondary sources for some products than others. When only partial

information can be obtained, such as expenditure on media, competitive parity may be

misleading.

For example, a company introduces a new product to compete with a competitor's already

established brand; the opportunity for advertising for these two brands would be entirely

different.

5. All the Organization can Afford Approach

It involves the income statement and the balance sheet. It asks how much is available to the firm.

This question is partially answered by anticipated sales and margins. The decisions based wholly

on them ignore the requirements of the advertising. The basic weakness is that it does not solve

the problem of "how much should we spend" by asking: "What can we profitably spend?" In

some instance, companies adopt pricing policies or others strategies intended to yield more

advertising rupees. Some may spend whatever rupees are available for promotion, the only limit

being the firm's need for liquidity. This approach does ensure that advertising expenditures are

assessed in the light of the profit objectives. It does put advertising in perspective with other corporate functions as contributors to the achievements of objectives.

6. By Using Judgment

This method relays upon the judgment of experienced managers. Over the years, some of these individuals develop a feel for the market that permits them to arrive at appropriate decisions, given the organization's objectives and limitations. It is a vital input for the determination of the budget. When the management uses other methods, it should temper them with the judgmental evaluations made by experienced managers. Judgment is subject to error and bias. Other methods should supplement this technique.

To conclude, promotion may be viewed as a long-run process. Joel Dean has indicate that advertising should be seen as a business investment, in the same sense as opening a new plant or spending additional funds on improved package design.

ADVERTISING APPEALS:

An advertising appeal is anything that motivates a person to action. Human beings are called bundles of wants. A human being is a strange mix of hopes, ambitions, needs, interests, goals, etc., which motivate him. Various advertisements try to appeal to some of these manifold motives that force people to take action.

An advertising appeal is nothing but a promise of a benefit the advertised product will provide to the buyer. It is said that people do not just buy a product. They buy the promise or hope of achieving something or getting something through the product. For example, the possible promises or appeals for a home appliance could be - comfort, convenience, economy of installation, economy of operation, cleanliness, dependability and durability, safety, multiple

operations, many and varied features, trouble free operation and smart looks. However, advertisers use only those appeals that:

- Are most important to the consumers,

- Are not used by competitors,

- Are specific to the brand.

Also three important characteristics need to be considered before selecting the appeals. The appeals need to be:

- Meaningful,

- Distinctive and

- Believable.

An appeal should answer the question 'what does this product or brand have to offer that the others (competitors) don't have'. This distinctiveness or difference from competing products should be conspicuous and demonstrable, so that it can be talked about and showed in the advertisement. The final characteristic of an appeal is believability. Consumers spend a lot of money and thus they are skeptical or doubtful about the usefulness of the product. They would buy the product only when they believe in the promises made. Sometimes advertisers try to solve this problem of skepticism or doubt by trial offers, guarantees, money back offers and similar assurances.

Sometimes a product has a distinct characteristic. This could be either a physical feature like size, shape, fragrance, weight, etc. Or a functional feature like how well it cleans, how well it works, how long it performs, how little maintenance it requires, etc. One of the problems faced by advertising people is not about finding the possible appeals for a product but selecting the

most appropriate appeals that would attract the consumers. A lot of research is conducted by ad agencies to find out the most appropriate appeals.

An advertising appeal can be defined as the 'basic use, service, or satisfaction that the product can give and that the advertisement attempts to present to the customer as a reason to buy'. An advertising appeal represents the blending of two concepts - buying motives and selling points. These two elements are combined into a 'reason to buy'. This helps the prospective consumer relate to the product's benefits. Advertising appeals are usually of two types: emotional and rational. Sometimes moral appeals are used particularly in social advertising. Moral appeals are rarely used in commercial advertisements.

Emotional appeals: A comprehensive list of emotional appeals is given below:

- Ambition - Appetite

- Avoiding hard labour - Curiosity

- Duty - Entertainment

- Guilt - Happy home life

- Hero worship - Home comfort

- Personal Appearance - Security

- Possession - Romance

- Style and beauty - Sympathy for others

- Social recognition - Social approval

- Sports, etc.

The major rational appeals include:

- Cleanliness - Durability

- Economy of purchase - Economy of use

- Protection of others - Rest or sleep

- Safety - Variety of selection

- Dependability in quality - Health

- Dependability in use

- Efficiency on operation or use

- Enhancement of earnings

- Opportunity of more leisure time.

Rational appeals are directed at the consumer's practical and functional need for the product. Emotional appeals, on the other hand, are directed at the consumer's psychological, social or symbolic needs. Both these types of appeals are used in a variety of combinations for different products and situations. These appeals help in creating a personality for the product and also stimulating consumer interest, desirability and action.

ADVERTISING ORGANIZATION

The organizational structure of an advertising firm is changing, according to a survey by consultants Booz & Co., "Marketing Media Ecosystem 2010." Advertising firms must extend their traditional organizational structures to meet their clients' needs for digital media services and broader marketing support. As a result, agencies are collaborating with specialists to create virtual agencies that can offer clients the full service they require.

MANAGEMENT

The senior management team of an advertising firm is responsible for managing business aspects of the firm, including finance, strategic direction, human resources and new business

development. Senior managers can come from a business or from a creative background, depending on the culture of the firm. Firms with a strong creative reputation may appoint a high-profile creative director to head the agency as part of its positioning in the industry. If a firm is part of an advertising group, senior managers are also responsible for relations with other group companies, according to Adbrands.

ACCOUNT MANAGEMENT

The account management team may include account directors, account executives and assistant account executives, depending on firm size. The account management team is responsible for maintaining relationships with clients and acting as the interface between agency creative and planning teams and the client. Account executives discuss clients' requirements, agree on a budget and prepare the advertising brief — a document that sets out the objectives, timing and marketing background for an advertising campaign.

ACCOUNT PLANNING

Account planners carry out research and develop strategies for advertising campaigns. Team members have a background in marketing or research. In larger firms, account planning is a separate function; in smaller firms, account executives take responsibility for campaign strategy and commission external market research, if necessary.

CREATIVE

The firm's team of copywriters, designers and creative directors prepare proposals for advertising campaigns in line with a client's brief. Different creative teams may work with specific clients or specialize in media such as television, press or interactive. According to Booz & Co., an increasing number of advertising firms are outsourcing work to creative specialists, particularly for campaigns involving digital or social media.

MEDIA

Media planners and buyers are responsible for selecting and buying space or time in the media where advertisements will appear, including press, television, radio, outdoor posters, Internet and other digital media. They carry out research into the media that provide the best coverage of the target audience at the lowest cost and negotiate rates with media owners. Based on their research, they prepare recommendations and produce schedules for the campaign.

PRODUCTION:

The production department provides project management expertise to take approved creative proposals through to finished advertisements. They coordinate with suppliers such as printers, video production companies and digital specialists to ensure that advertisements are ready in time for publication or broadcast dates.

SOCIAL EFFECTS OF ADVERTISING

- Ethics: These are moral principle & values that govern the actions & decisions of an individual or group Advertisement.

- Objections to Advertising Use of Sexual .Of Certain Products Appeals And/or Use of Shock Ads Nudity

- The Advertisement & Promotion Proponents Argue:• Provides Information• Encourages a higher standard of Living• Creates Jobs and Helps New Firms Enter a Market• Promotes competition in the Market place Critics Argue:• Creates Needs and Wants Among Consumers• Is More Propaganda Than Information• Promotes Materialism, Insecurity and Greed

- Some Ad of the bad taste Calvin Keller promotes their product with the base of sex adBenetton AdAIDS patient & Family member before his death Perist Kissing nunAd of Death Row

- Childrens TV Watching Behavior: Children between ages 2-11 watch on average 21.5 hours of TV per week and may see 22,000 commercials per yearTelevision is an important source of information for children about products

- Does Advertising Make People Buy Things they Don't Need? Does Advertising Encourage Materialism? Is Advertising Just A Reflection of Society?

- Portrayal of Women to Reflect their Changing Role in Society• Portrayal of Women As Sex Objects• Ethnic Stereotyping• Gender Stereotyping

- Ethnic Stereotyping/Representation of Minorities

- Ethnic Stereotyping/Representation of Minorities

ADVERTISING- ITS IMPACT ON SOCIETY

- Every time you switch on the TV and you will see some products being pushed on you with some assurance. This is advertising. Your mind is being sold to these advertisers. Advertising is the promotion of product or services. This gives companies a way to expose their products to people and hence maximize their sales. With out advertisement not a single farm or company can grow in this world of competition.

- Advertising is the mostly debated topic now. Like every other thing it has also some positive as well some negative points. If it has some positive aspect of social and economical impact on society then it do have some negative impact also. Advertising a

public welfare program has positive social impact whereas exposing woman in an advertisement has negative impact on society.

- Advertising is a mass marketing technique. Assorted techniques are used for advertising which persuades the consumers that why they need the product which is being advertised. They focus more on the benefits, which consumer will get from that product, rather than the product itself. Through advertising, products can be known to public easily. They can decide which product they need and why. Thus increasing the consumption and as a result also increasing the demand of the product.

- Advertising can also be used to generate awareness among public that which product they use and to which product they can say no. It can also be used to educate people about certain diseases or danger (example: - AIDS, TB, viral diseases, etc.). Even the backward people are now aware of many diseases and their problems. And all these credits goes to proper advertising. Diseases like Polio could never been controlled if the timings for polio drops aren't advertised regularly.

- Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisement during epidemics or natural calamities can help a lot.

- There are also various blames that advertising is causing negative social impact on lives. Even if advertising has a vast good impacts on society, it can be ruled out that is has bad impact also. It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Advertising posters of modern films,

where sexuality is shown much than the actual theme of the movie, can divert the society a lot. Materialism is being much glorified through advertisements, which can again have dangerous consequences Society is becoming ignorant towards social or world issues because we are too obsessed to satisfy our newly created needs. We want to earn more and more money so that we can buy happiness in forms of products, being advertised as they can bring all the happiness in our lives. We are starving for material goals, because we always just want to have more.

So, we can say that advertising has positive as well as negative impact on society. The balance, of what is necessary and what really not needed should be focused more. Advertisement can create contentment but can also simultaneously create discontentment. Our society and the marketing of products depend so badly on advertisement that even its negative impact on society can't outweigh the many positive social and economical effects.

COPY WRITING

Copy writing is a specialized form of communicating ideas that are mean to serve the requirements of modern marketing. It helps in establishing links between advertisers and their prospect. It utilizes words to convey messages having commercial, informative or persuasive value through various media and its success is indicated by the acceptance by the audience of the idea or claims made for goods or services. The results come from what words convey in terms of benefits and satisfaction. e.g., advertisement for prestige pressure cooker highlights the gasket release system which makes the new prestige pressure cooker the only 100 percent safe pressure cooker made in India.

Copy writing, illustrating, and lay out are different activities associated with the creative stage of advertising development and are usually done by different people who specialize in one or the other. Copy writing in print is the activity of actually putting words to paper, particularly those contained in the main body of the text, but also including attendant bylines and headlines. In broadcast, the copywriter is is, in effect, a script writer who develops the scenario or script to be used in a radio or television medium; writing a jingle, or the lyrics for the music, may also be involved. Illustrating is usually the work of an artist in the case of television. Layout generally refers to the activity of bringing all the pieces together and, it differs in case of print and broadcast. John Caples in his book, he develops a checklist of important guidelines for copywriting:

1. Cash in on your personal experience

2. Organize your experience

3. Write from the heart

4. Learn from the experience of others

5. Talk with the manufacturer

6. Study the report

7. Review previous advertising for the product

8. Study competitors' ads.

9. Study testimonials from the customers

10. Solve the prospect problem

11. Put your subconscious mind to work

12. "Ring the changes" on a successful idea

STRATEGY IN COPY WRITING

A copy writer performs a highly responsible role of fully understanding the market strategy and integrating it, through creative strategy, in the copy. The job also involves coordination with visualizes for bringing in suitable illustrations which will highlight the effect of the copy and make it appealing and completely comprehensible. A copy writer must, therefore, be totally familiar with the marketing goals of the advertiser and specific advertising objectives.

CRITERIA FOR EFFECTIVE COPY

The importance of a good advertisement copy can hardly be overemphasized. All

the planning, research and expense would go waste if proper care is not taken in drafting an advertisement copy that will achieve the purpose of advertising.

The psychological aims of an advertisement are that the public must be made to (i) look, (ii) like, (iii) learn and (iv) buy. In other words a scientifically drafted copy should (a) attract primary initial attention, (b) hold attention in an interesting way, awaken and stimulate interest, (c) bring about an association of impression which will have permanence or memory value,

(d) convince persuade, and induce to purchase the product, and (e) suggest and lead to specific response to encourage the decision to buy.

The person who drafts and prepares the copy, must be thoroughly acquainted with the mental process and be imaginative enough to think of words and patterns which may produce a desired effect on prospects i.e., it must creates an urge in the minds of prospects to go for the product advertised.

A good copy of advertisement should possess the following characteristics or qualities value-

(1) Attention Value,

(2) Suggestive Value,

(3) Memorising Value,

(4) Conviction Value,

(5) Sentimental Appeal Value

(6) Educational Value,

(7) Instinctive Value

ATTENTION VALUE

An advertisement copy must attract the attention of potential consumers. If it fails in this mission, the whole money and efforts will go waste though it possess all other values because everything else follows this. So, it must have display value. The copy should be planned, drafted and displayed in such a way that it must compel even the most casual or involuntary reader to notice it and read it \with interest. It should be designed in such a fashion that the attention of busiest person may be drawn immediately.

Various device can be used to make the copy attractive such as; use of pictures, use of display type or heading, boarder etc.

SUGGESTIVE VALUE

The next task would be to offer a suggestion about the use and the utility of the product that may remain inscribed on the mind of the reader even when he forget where he really saw the advertisement. Slogans, Pictures, phrases and suggesting may be used for this purpose. They should be drafted and used as to drive home to the reader the utility of the product in everyday situation.

MEMORISING VALUE

The copy of the advertisement should be so drafted and laid out that the product will stick to the mind of the individual reader. Repetition of advertisement with slogan is an effective method of

creating a memorising value. Pictures and photographs confirming to the suggestions will have tremendous memorising value.

CONVICTION VALUE

An advertisement copy can prove effective and achieve the desired end when the suggestions contained in it are backed by convincing arguments. The advertiser must be careful to include the statement in the advertisement copy which does not conform to the product.

SENTIMENTAL VALUE

Sentiment plays a very important role in advertising particularly in the case of food articles. Sentiment reflects the personal feelings and attitudes of an individual towards various things. They indicate reactions of a person in favour or against a particular product. The advertiser or manufacturer should make a sincere attempt to make an appeal to the sentiments of as many prospects as possible.

EDUCATIONAL VALUE

A good copy of advertisement must possess educational value because the object of modern advertising is not merely to satisfy existing demand but to create future demand. So a good copy of advertisement should educate the general public about the uses of the new product or the new uses of the same product. It will certainly increase the demand of the product and demand creation is one of the most important objectives of the advertisement.

INSTINCTIVE APPEAL VALUE

Human thoughts and actions are guided by instincts and inclination. All that one thinks or does has its roots in one instinct or other. Instincts are the underlying forces which compel the men to act in certain ways.

The most important function of an advertisement copy is induce, persuade and motivate the prospect to think' well of a product and to take to its use. Advertising essentially, is the motivation of potential consumer and for this purpose; the advertiser should attempt to make an appeal to some basic instincts to get success in motivating the prospects. Generally speaking, the following are the basic instincts which an advertiser should keep in his minda)

Self Preservation Instinct – Many of our thoughts and actions are inspired by our anxiety to preserves our person our health, our family and our belongings. The sale of products like medicines, clothes etc., may be promoted by appeal to this anxiety.

b) Hoarding Instinct – Banking institutions, insurance companies or other government and non-government saving organizations serve to hoarding instinct of the people. Slogans like 'Up and Up go your Savings' may be used for this purpose.

c) Parental Instinct – Parental instinct takes the form of love and affection for the children. Those advertisers who deal in children requirements like garments, toys baby food may promote this instinct in parents i.e., motherly feelings of women or parental sentiments of men through their advertisement copy.

d) Self Display Instinct – Instinct of self display is promoted by the advertisers of readymade clothing, women's dresses. Jewellery etc. An advertisement copy drafted for these products must be directed towards the aesthetic sense of the people by showing happy and likeable people in dresses and jewellery that are being advertised.

e) Something for Nothing Instinct – Everybody has a vague desire to get something without paying anything for it. This desire is, more or less, present in everybody irrespective of the status or income. An advertisement copy that contains an offer of a prize of a gift is likely to tempt quite a many of the customers. This instinct in widely used by lottery ticket sellers by offering one free ticket with the purchase of 10 tickets or by drycleaners by the offering 'three for two' bargain.

On the basis of the above basic instincts, the following themes or central ideas may be laid down for advertisement copies meant for advertising different types of product-

(i) **Pride** – This theme can be used to popularize luxury articles among riches, the possession of which gives them a distinctive status and a feeling of pride.

(ii) **Beauty** – This theme is used in advertisements for cosmetics, perfumeries, toilet soaps etc., for men and women.

(iii) **Health -** In drugs and food products advertisement this theme is used.

(iv) **Economy** – It is central theme in advertisement of clearance sales or bargain purchases.

(v) **Comfort** – The advertisements for fans, electric appliance refrigerators etc. generally contain this feeling of comforts.

(vi) **Fear** – Themes stressing the fear of death, accident personal loss through burglary frenetic and other untoward happenings in life are generally used by insurance companies or banking

companies. The traffic police uses this theme in their notes of caution i.e., life is short don't make is shorter'

(vii) **Parental Affection -** All advertisement copies of products meant for children such as toys, body foods and dresses etc use this feeling.

(viii) **Patriotism –** This theme may be used in advertisement for those who use foreign products.

(ix) **Achievement –** This theme is used generally by large concerns engaged in the production of goods necessary for the development of country's economy.

(x) **Emulation and Imitation –** This theme is used where people buy more not to satisfy their genuine requirement, but as their neighbors happen to possess them.

Thus, a good advertisement copy must possess the above qualities to make it an ideal advertisement.

CLASSIFICATION OF COPY

It is true that copywriting is an art and the copywriter has a very important role to play in advertising creativity. Copywriting does not admit any stereotyped rules and classification. There are various styles in which a copy can be prepared and presented. The following types of copy may be studied-

1. Descriptive Copy

This type of copy describes the pertinent and relevant characteristics features of the product. It is very simple and of non- technical nature. It does not have any specialty which can attract the attention of the target consumers or may compel them to read it. It is very much similar to a press account or news item simply giving relevant information to the public without any stylish touch

2. Scientific Copy

Such types of copies are technical in nature and generally used by drugs and pharmaceutical firms elaborating the propositions of properties and constituents of the product. It provides full information about the product and the producer. This type of copy is usually meant for professional or for those who are really interested in such types of information.

3. Institutional Copy

Institutional advertisement copy aims at selling the name of the advertiser or the institution that is producing or selling the products or services. The main objective of such type of advertisements is to create, maintain or increase the goodwill of the product or of brand or of the department or of the selling house as a whole, Institutional copy invites the target consumers to the selling outlet. Such a copy seeks to build goodwill through publicizing the policies, customer services, Conveniences and general features of superiority of the store over the rivals.

4. Topical Copy

Herein an attempts is made to appeal to the general public by linking the theme of the copy with some current event but it should not look absurd. It commands a good deal of interest because of that sensational event which lives in the minds of the public.

5. Reason why Copy

This type of advertisement copy offers the readers reasons why they should buy the advertised goods. It narrates the positive points of difference from other brands of the same product category in an endeavour to convince the reader from product's qualitative aspect. It directs its appeal to the intellect or judgment rather than to emotions or senses.

It substantiates the superiority of the merchandise with the tests performance and records testimonials, guarantees or construction data.

6. Human Interest Copy

It makes its appeal to the emotions and the senses rather than to the intellect and judgment. Sympathy fear, bonus, curiosity and other emotional appeals like appeals to the senses of sight, hear, touch, taste, and smell are used in such type of copy. Human interest copy presents the product in relation to people instead of confirming to facts about product.

As emotions are many and always knew it may be made more exciting an artful than reason why copy. It affords a refreshing change. Human interest copy can take various forms:-

(a) Humorous Copy - It exploits the sense of humor of the people. All examples and statements in such copy are fully to make the reader smile and laugh.

(b) Fear Copy - It appeals to the sense of fear and arouses the interest of people to save their lives, properties and other belongings. Such copy of advertisement should be drawn carefully so that it may not carry an unpleasant association of readers' minds with the advertiser's product of business life Insurance Corporation General Insurance Companies and Bank generally use this type of copy.

(c) Story Copy - In such a copy a story is narrated in a very interesting manner to create an impression in the minds of the people about the product. Its ability to create interest depends upon dramatic impact it produces. Experience of customers can also be narrated in the story.

(d) Predicament Copy – It is often used to advantage when it shows an article of merchandise in a case that provides a dramatic explanation of its advantages. Predicament copy usually overlaps the other three kinds of human interest copies

7. Colloquial copy or Conversational Copy:

The colloquial copy presents the message in the way of conversation. It uses an informal language and conversation takes place in terms of 'I' and 'You' with personal reference to reader and the advertiser. In such copy the style is one of a personal talk or one of an eyewitness account.

8. Personality Copy

This copy attempts to encase the opinion of personality – real or imaginary – about the product. Usually the personality is real. The photograph of the personality (a person specialized to concerned field) is given with the text of the copy with a view to convince the readers through the moral influence of his name. Invariably, such copy shows a certificate or a testimonial of such influential person.

9. Prestige Copy

This pattern is usually for institutional advertising which aims at creating an atmosphere about the product or the firm and may not directly advise the product for sale. Such a copy is occasionally used and is very much similar to the personality copy in impression which also

strives to enhance the prestige of the advertising firm indirectly by visualizing the name of the eminent personality.

10. Educational Copy

The copy is designed to educate the general public about the attributes of the product. Usually introductory appeal is made in this style when the product is introduced in the market for the first time; it is the duty of every producer or advertiser to tell everything relevant about the product to the public in such a manner that it may get a warm welcome among customers. Such an advertisement copy depicts the specialties to the product category. The advertiser may insist only one or two attributes of the product which is more sensational such as introduction of a low priced item without the loss of quality or a product developed from a new technology indigenous or imported etc.

11. Suggestive Copy

A suggestive copy tries to suggest or convey the message to the readers directly or indirectly to pursue them to purchase the product. It is useful where the reader is confused about the quality of a product brand and is not in a position to take a decision about the purchase of the product.

12. Expository Copy

Just opposite of suggestive copy it expository copy. It does not conceal anything about the product but exposes. The message is quite clear and it needs no inference, no taxing on mind, no thinking, Even a cursory glance rakes it quite easy to remembers or to pick – up.

MEASURING ADVERTISING EFFECTIVENESS

All advertising efforts are directed mainly towards the achievement of business, marketing and advertising objectives i.e., to increase the sales turnover and thus to market the maximum profit.

The advertiser spends lakhs of rupees in to advertising activity. In the background of all these efforts, is an attempt to attract the customer towards the product through advertising.

As soon as the advertising campaign is over, a need generally arises to measure the effectiveness of the campaign. Whether, it has achieved the desired results i.e. desired sales profitability or results in terms the change in customer' behaviour in favour of the company's product which will naturally, affect the future sale of the product.

In order to measure the effectiveness of advertising copy, two types of tests- pretests and post tests- can be undertaken. Pretests are generally conducted in the beginning of the creation process or at the end of creation process or production stage. There are several pre and post tests techniques to measure the effectiveness of the advertising copy.

The effectiveness of advertising in a particular media may also be measured in any of the following ways – (a) by giving different addresses to different media, (b) different newspapers may be selected for advertisements of different departments, (c) coupon blank etc. May be provided with the advertisement or (d) enquiry from consumers should mention the name of the source of information. The technique is known as keying the advertising.

Thus in measuring the effectiveness of advertising we include measuring of the effectiveness of advertising campaign, advertising copy and the effectiveness of individual media

ELEMENTS OF COPY WRITING

1. Headline

2. Subheadline

3. Body Copy

4. Illustration

5. Signature

All elements must blend together so that the elements of balance, unity, and flow are established. Sub headlines smaller headline that amplifies the main point of a headline, making it possible to keep the headline short

- Acts as a breaker between the headline and the body copy.

- Takes the reader directly from the headline to the body copy and/or illustration.

HEADLINES: The primary purpose of the headline is to command the reader's attention.

Headlines have five timesthe readership of body copy. (David Ogilvy, legendary adman)

- Promise-of benefit

- Curiosity

- Question

- News

- Command

SUB HEADLINES: Smaller headline that amplifies the main point of a headline, making it possible to keep the headline short

- Acts as a breaker between the headline and the body copy.

- Takes the reader directly from the headline to the body copy and/or illustration.

BODY COPY: Informative or persuasive prose that elaborates on the central theme of the ad

- It is the payoff or proof of the promise

- How much body copy is needed is always an issue

- Several types of body copy commonly used:

- Reason-why copy

- Dialogue copy

- Narrative copy

ILLUSTRATION

Illustration can be in the form of charts, graphs, or graphics. Integrating an appealing graphic with copy can enhance the overall feel and appearance of your copy.

COPY TEST

Copy testing is a tool involving a procedure where the effectiveness of an advertisement is measured before it appears in its final form, during and after its exposure to the audience to determine whether and to what extent, it has accomplished its assigned task. In this way, the copy testing is a method used to control the effectiveness of future advertising. It addresses the following questions –

(a) Will a proposed copy theme be effective at achieving advertising objectives?

(b) Does the set of advertisings that makes up an advertising campaign create the

desired interest level and image? And

(c) Will an individual advertisement attract the attention of the audience?

METHODS OF COPY TESTING

The various methods of testing advertising copy are

1. Pre-test methods

2. Post-test methods

3. Concurrent methods

PRE-TEST METHODS

Pre-test method refers to testing the potentiality of a message or copy before printing or broadcasting. It is useful because the concepts in advertising may appear to be simple and effective to the advertiser or advertising agency. It may be difficult from the layman's point of view. All the elements in the advertising copy requires careful pre-testing to see that the matter it intends to be conveyed has been really conveyed, 'prevention is better than care'. Pre testing methods are adopted on this basis. The following are some of the pretesting methods.

a. Check list method

b. Consumer Jury method

c. Sales Area Test

d. Questionnaire

e. Recall test

f. Reaction test

g. Readability test

h. Eye-movement test

a. Checklist Method

The copywriters use checklist method to test the effectiveness of advertising copy. The purpose of this method is to ensure that all elements of the advertising copy are included with due

importance in the advertisement. As it is a pretest method omissions can be included in the copy before release of the advertisement.

A checklist is a list of good qualities to be possessed by an effective advertisement. The researcher has to compare the advertisement with the checklist and tick the items present in the advertisement copy. Accordingly a copywriter can draw specific conclusions and make suitable changes in the advertising copy.

b. Consumer Jury Method

This method essentially involves the exposure of alternative advertisements to a sample of jury; of prospects and securing of their opinion and reactions to the advertisements. This test is designed to learn from a typical group of prospective customers gathered in one place or a sample of prospects that are independently, visited by interviewers or contacted by mail their preference for one advertisement over the other or for several advertisements out of a group. Advertisements which are unpublished are mocked up on a separate sheet and these are presented before the consumer jury either in personal interviews or group interviews.

c. Sales Area Test

Under this method advertising campaign is run in the markets selected for testing purposes. The impact of the campaign is evaluated by actual sales in the selected markets. The market with high sales is considered the best market for effective sales campaign. In other markets suitable changes are made in the advertising campaign.

d. Questionnaire Method

It is a list of questions related to an experiment. It contains questions and provides space for answers. The draft of an advertisement along with some relevant questions is to be sent to a

group of target consumers or advertising experts. Their opinions are collected and analysed to find out whether the proposed advertisement is satisfactory or not.

e. Recall Test Method

Under this method, advertising copies are shown to a group of prospects. After few minutes they are asked to recall and reproduce them. This method is used to find out how far the advertisements are impressive.

f. Reaction Test

The potential effect of an advertisement is judged with the help of certain instruments, which measure heartbeats, blood pressure, pupil dilution etc. Their reactions reveal the psychological or nervous effects of advertising.

g. Readability Test

All the listeners of advertisements cannot read it equally. So respondents are drawn from different socio economic and geographical backgrounds. This method is used to find out the level of effectiveness when and advertisement is read.

h. Eye Movement Test

The movements of eyes of the respondents are recorded by using eye observation camera when advertisements are shown to them in a screen. This helps to find out the attention value of advertisement.

POST-TEST TECHNIQUES

The following are the post-test techniques for measuring the effectiveness of the advertisements

1) Recognition Test

It determines the readership of the advertisement in the newspapers and journals. This test is conducted by personal interviews with readers, and magazines or newspapers. The interviewers locate the readers of the particular issue of the magazine in question. They, then, go through the magazine page by page with the respondent indicating those advertising elements which he or she recognize as having read.

The data collected by this test indicate the proportion of qualified readership of a publication who claims to have 'seen', 'read some' or 'read most of the elements of the individual advertisement. These measurements may also seek to obtain quantitative data regarding the parts of an advertisement which were seen or heard.

2) Recall or Impact Test

The recognition test measurers the stopping power of the advertising but does not tell us what the readers understood or retained of the advertisement. The recall test is designed to measure the impression of readers or viewers of the advertisement. If a reader has a favorable impression of the advertisement, he will certainly retain something of the advertisement. The measures of interest would be obtained by interviewing the readers or viewers or listeners, days after the advertisement or commercial is appeared in the newspaper, or on T.V. Interviewer asks the questions from the readers / viewers and in response to the question asked, the reader reveals the accuracy and depth of his impression by his answers.

3) Psychological Analysis

The whole process of advertising is psychological in character. It is therefore, natural to apply some psychological tests to measure the effectiveness of the advertising.

Four psychological testing techniques are most commonly used –

(a) Tests of readability and comprehension;

(b) Tests of believability

(c) Attitude tests; and

(d) Triple Associates Test.

(a) Tests of Readability and Comprehension

It this technique, by means of a series of penetrating questions and by other techniques developed by psychologists, the ease of readability and comprehension is determined, in advance of publication. It is determined by the interviewer under this method whether and to what extent the readers have gone through the advertisement.

(b) Tests of Believability

Advertisement message effectiveness can be measured by the degree of credibility the readers have in the product. Scale techniques are generally employed to measure the credibility by putting several statements or product claims before the consumers and are created by them. The statement or product claims that gets the highest priority votes may be taken as the most effective statement or claim.

(c) Attitude Tests

A number of attitude tests are developed by the psychologists who can be applied to copy testing. Typical consumers are exposed to sample advertising messages, either printed or oral.

The interviewer then asks series of penetrating questions, to determine the attitude produced by these various message. Psychological reactions such as age, involvement, the eye of person who would use the product and the personality of the product reflected by the advertisement being

tested, are obtained. The researcher looks especially for elements in the advertising which arouse psychological hostility.

(d) Triple Hostility Tests

These tests in advertising which recalls by seeking to learn the extent of the consumers association with the product, the brand name and copy theme. The test is useful only when the advertising features a specific theme or slogan, which the reader may remember. This procedure is sometimes known as theme penetration.

CONCURRENT METHODS

Under this method, tests are conducted while the consumers are exposed to different types of media. For instance, a magazine reader may be observed while reading the magazine. Which carries an advertisement? The concurrent methods are

1. Consumer diaries

2. Co-incidental surveys and

3. Electronic devices.

1. Consumer Diaries

Under this method, diaries are supplied to a few selected customers. They are also informed to record the details of advertisements they listen or read. The diaries are collected periodically. The result obtained from such a survey reveals the effectiveness of advertisement.

2. Co-Incidental Surveys

This method is also called as co-incidental telephone method. Under this method, samples of customers are selected and calls are made at the time of broadcast of the advertisement

programme. The data obtained and analyzed will give a picture about the effectiveness of an advertisement.

3. Electronic Devices

Now a day's electronic devices are widely used to measure the effectiveness of an advertisement. They are mainly used in broadcast media. These are auto meters, track electronic units etc. The following methods are also used to measure the impact of advertisement on the sales volume.

I. Historical method and

II. Experimental method

I. Historical Method

Under this method, recorded facts related to sales before and after advertisements are compared. If an advertisement is followed with more sales, advertisement is considered to be more effective.

II. Experimental Method

Under this method, the entire sales territory is divided into three or four sub-areas. The advertiser spent different amount for advertising in different areas. They collect facts regarding sales from these sub-areas. The result is used to measure the effectiveness of advertisement in boosting sales. Following the result obtained, the advertiser prepares his advertising budget for future action. An advertiser has to adopt some follow up measures to increase the effectiveness of advertisement. For this consumers may be contacted through direct mail after the advertisement is placed.

ADVERTISING AND SALES PROMOTION -15BAU503

UNIT – II

POSSIBLE QUESTIONS

PART – B

1. Elucidate the selection process in advertising agency?

2. Elaborate the various appeals enumerated by advertisers?

3. Explain the functions of advertising agency?

4. Explain the types of advertising appeals?

5. Explain the features of good advertising agency?

6. Determine the various methods followed in advertising budget?

7. Determine the elements of copywriting in advertisement?

8. Elucidate the information, emotion, and fear appeal with suitable examples?

9. Describe the elements and process of advertising copy?

10. Elucidate the role of advertising agencies with suitable examples?

*CIA- 3 X 10 = 30 (EITHER OR TYPE)

MODEL - 5 X 8 = 40 (EITHER OR TYPE)

**ESE - 5 X8 = 40 (EITHER OR TYPE)

KARPAGAM ACADEMY OF HIGHER EDUCATION
DEPARTMENT OF MANAGEMENT
FIFTH SEMESTER - III BBA (BATCH: 2015-2018)
ADVERTISING AND SALES PROMOTION -15BAU503
UNIT – II

PART -A (Each Questions Carry One Mark) (Online Examination) Multiple Choice Questions

S.No.	Questions	Opt 1	Opt 2	Opt 3	Opt 4	Answer
1	The first step in developing an advertising program should be to _____	advertising objectives	advertising budget	advertising campaigns	Develop advertising strategy	Set advertising objectives
2	_____ is used heavily when introducing a new product category.	Persuasive advertising	Inferential advertising	Reminder advertising	Informative advertising	Informative advertising
3	The message delivery system in advertising is known as ………..	Media	Advertisement	Television	News paper	Media
4	Advertising is an important source of revenue to ………..	Advertisers	Advertising company	Media	Government	Media
5	Advertisement copy must have a _____	Impersonal	Binomial	Personal	Production	Personal
6	Advertisement should never be _____	Producing	Designing	Packing	Misleading	Misleading
7	The advertisement should contains _____ fa	FALSE	TRUE	Incorrect	Misleading	TRUE
8	The central theme of media planning is _____	Message dissemination	Appeal	Media scheduling	Media selection	Message dissemination
9	The space and time for advertisement are bought from ………..	Advertising agency	Media	Customer	Manufacturer	Media
10	The advertisement copy must be in _____ f	Triple	Small	Dramatization	Large	Dramatization
11	Publicity simply defined as a _____ advertisement	Free	Paid	Local	Perusative	Free
12	One of the objections levelled against advertising is based on its _____	Least cost	High cost	Low cost	Less cost	High cost

No.	Question	A	B	C	D	Answer
13	_____ is the methods for deciding advertising appropriation	Descriptive	Triple	Percentage of sale	Announcement	Percentage of sales
14	A specialized institution which offers profession aisled advertising services to company is known as …………..	Advertising	Message	Media	Ad agency	Ad agency
15	The sense of attraction created by an ad is known as_____	Attraction	Appeal	Entertainment	Ad copy	Appeal
16	_____appeal relates to psychological need of a person	Emotional	Personal	Social	Relational	Emotional
17	The inner urge that prompts a person to buy a product is known as _____	Buying Motive	Inspiration	Influence	Desire	Buying Motive
18	An appeal is the _____ of an advertiser	Theme	Image	Colour	Information	Theme
19	Incremental Analysis is otherwise called _____method	Rate on investment	Investment	Announcement	Increment	Rate on investment
20	The message designed to motivate customers to purchase is known as ………………	Advertisement	Appeal	Motivation ad	Publicity	Appeal
21	……….. Approach considered the total funds available with the company	Availability of funds approach	Percentage on sales method	Return on investment method	Judgment method	Availability of funds approach
22	Business houses may be called………..	Advertising co	Advertising agency	Advertising department	Advertising budget	Advertising agency
23	…………. Coordinates the work of copy-writing with the assistance of copy chief and copy writers.	media department	Advertising agency	Production department	Finance department	Advertising agency
24	……….Department is responsible for maintaining accounting, billing and collecting the dues from its clients.	media department	Copy department	Production department	Finance department	Finance department
25	…… of advertising agency is engaged in the study of effects of sales activities at the last point of distribution of a particular product.	media department	Copy department	Production department	Research department	Research department

#	Question	A	B	C	D	Answer
26	Establishes and maintain mutual understanding between organization and public………	edia departme	Copy departmen	Production department	Research department	Media department
27	Under ….system the agency received an amount equal to 15% of the cost.	Commission method of compensation	Fee method	Fee system	Incentive based system	Commission method of compensation
28	…..system to be computed on the basis of cost plus system	Commission method of compensation	Fee method	Fee system	Incentive based system	Fee system
29	Incentive based compensation system initiated	1880	1990	1980	1970	1980
30	……….department to contract media and take media decisions	edia departme	Copy departmen	Production department	Research Department	Media department
31	……….. service groups perform specialized services as advertising planning, media planning etc...	Special service groups	In-house agency	General agency	Out-house agency	Special service groups
32	Printers, photo engravers are example of …….	ial service gr	In-house agency	General agency	Out-house agency	Special service groups
33	………agency performs all the activities relating to advertising	ial service gr	In-house agency	eneral agency	Out-house agency	In-house agency
34	……. Exaggerates the real facts to the consumers	Advertising	Marketing	Communication	Coordination	Advertising
35	………….. is based on memory	Real test	Enquiry test	Suggestive test	Informative test	Real test
36	The……….. of the medium largely determined on the objectives and factual basis	Character	Atmosphere	Coverage	The cost	Character
37	The …….. Relates to now the readers accept the medium	Character	Atmosphere	Coverage	The cost	Atmosphere
38	The…… is usually judged by the quantitative measure.	Character	Atmosphere	Coverage	The cost	Coverage

#	Question	A	B	C	D	Answer
39	. . . . refers to the expenditure.	Character	Atmosphere	Coverage	The cost	The cost
40	………. of the advertising is advertisement	The position	Character	Atmosphere	Coverage	The position
41	Advertising Layout is the _____ drawing for an advertisement	Working	Designing	Packing	Colouring	Working
42	Layout has a definite place in improving the get up of an ………….	Agency	Advertisement	Ordering	Advertiser	Advertisement
43	_____ has a definite place in improving the get up of an advertisement	Agency	Advertisement	Layout	Working	Layout
44	Layout is drawing or _____for an advertisement	Working	Advertising	Ordering	Blue printing	Blue printing
45	Every advertisement is the outcome of the contribution of _____	Agency	Advertisement	Specialists	Advertiser	Specialists
46	What is the main objective of informative advertising_____	To create selective demand	To stimulate primary demand	To keep the brand in consumers' minds during the mature stage of the product life cycle	Create Demand	To stimulate primary demand
47	Layout dicates the size, shape and _____	Work	Position	Designing	Packing	Position
48	Layout dicates the _____shape and positi	Size	Work	Designing	Packing	Size
49	Layout dicates the size, _____ and positi	Work	Position	Shape	Packing	Shape
50	Layout brings copy writer and _____ toge	Art director	Director	Advertiser	Agency	Art director
51	Layout brings together with _____ & art	Writer	Copy writer	Director	Artists	Copy writer
52	Layout does the fine job of assembling the different parts into a _____	Art	Copy	Pack	Unified pack	Unified pack
53	Layout serves as the basis of _____	Administration	Decision	Discussion	Denomination	Discussion
54	_____ is the one of the part of graphics	Typography	Administration	Decision	Discussion	Typography
55	Typography is that part of the _____	Administration	Graphics	Advertiser	Agency	Graphics

56	_____ faces vary in weight and design	Typography	Administration	Decision	Discussion	Typography
57	Typography faces vary in weight and _____	Size	Work	Design	Packing	Design
58	_____ is an expensive method	Typography	Administration	Decision	Lithography	Lithography
59	Lithography is an _____ method	Expensive	Low cost	High cost	Least cost	Expensive
60	Lithography is used extensively for _____advertising	Indoor	Direct mail	Outdoor	Display	Direct mail

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KARPAGAM ACADEMY OF HIGHER EDUCATION
DEPARTMENT OF MANAGEMENT
FIFTH SEMESTER - III BBA (BATCH: 2015-2018)
ADVERTISING AND SALES PROMOTION -15BAU503
UNIT – III

Advertising Layout – Functions - Design of Layout- Typography Printing Process- Lithography – Printing Plates and Reproduction Paper, and Cloth - Size Of Advertising - Repeat Advertising - Advertising Campaign - Steps In Campaign Planning.

ADVERTISING LAYOUT

Layout is the logical arrangement of components of an advertisement in the copy. It refers to the overall structure, the position assigned to the various elements of the copy and illustrations. It is deciding on the placement of headlines, copy, illustration, marketers name, logo and the amount of free space in an advertisement copy. Thus, the physical arrangement of all the elements of advertisement is called layout. It is concerned with placing all the elements of the advertisement more attractively within the allotted space and time. The pattern of layout varies according to the medium to be used.

PREPARATION OF A LAYOUT

A layout is a plan for the guidance of the printer in arranging the units of an advertisement. Usually the layout man or visualiser prepares a rough layout which is submitted to the client for approval and he draws the finished layout for the guidance of the printer.

A layout is a plan for the guidance of the printer in arranging the units of an advertisement. Usually the layout man or visualize prepares a rough layout which is submitted to the client for approval and he draws the finished layout for the guidance of the printer. In the creation of television commercials the layout is known as a 'Storyboard' which is a series of pictures that coincides with the audio or sound script. A Radio does not utilize illustrations, except those that

the medium can create with a description. Television, of course makes an extensive use of illustrations. A well conceived layout can be instrumental in obtaining attention comprehension, attitude change and behavior change. Advertisers employ various layout techniques to attain their objectives.

FUNCTIONS OF AN ADVERTISING LAYOUT

An advertisement layout is a blueprint. The main functions of layout are:-

i. Assembling different Parts

The main function of layout is to assemble and arrange different parts or elements of an advertisement illustration, headline, sub headlines, slogans, body text and identification mark and boarder and other graphic materials – into a unified presentation of the sales message. In all the layouts these elements are presented in the same size, form, shape, position and proportion as desired by the advertiser in the final ad proof.

Thus layout gives both creative personals (copywriter and artists) and the advertiser who pays for it a good idea of how the finished ad will finally appear.

ii. Opportunity of Modification

The layout offers an opportunity to the creative teams, agency management and the advertiser to suggest modification before its final approval and actual construction and production begins.

iii. Specification for Costs

The layout provides specification for estimating costs and it is a guide for engravers typographers and other craft workers to follow in producing the advertisement.

TYPES OF LAYOUTS

- Posters

- Vertical Split

- Horizontal Split

- Multiple Illustration

- Long Copy

- Insert Layout

PRINCIPLES OF DESIGN AND LAYOUT

It is not necessary that all elements of advertisement copy must form part of the copy. They appear in today's ads with varying degree of frequency. The components of the copy must be decorated or positioned on the basis of certain basic principals regardless of the number of elements in an add. The following five principles of good composition are important to anyone who creates or evaluates the advertisement.

(1) Balance

(2) Proportion

(3) Contrast and emphasis

(4) Eye –movement, and

(5) Unity.

1. Balance

A layout may be called balanced if equal weight or forces are equidistant from a reference point or a light weight is placed at a greater distance from the reference point than a heavy weight. Balance is the law of nature. The reference point or fulcrum is the optical centre of the advertisement. The artists with a given area or space, are to place all the elements with in this space. Optical centre of fulcrum of the ad is often a point approximately two – thirds of the distance forms the bottom. It is the reference of the layout.

2. Proportion

Proportion is closely related to balance since it refers to the division of space among layout elements for a pleasing optical effect. Good proportion in an advertisement requires a desired emphasis on each element in terms of size and position. If the major appeal in an advertisement is product's price. The price should be displayed in proportionate space position.

3. Contrast and Emphasis

Contrast means variety. It gives life to the whole composition and adds emphasis to selected important elements. An advertiser always looks to advertisements from completion point of view and desires the policy of the most important elements to attract the attention of the people. An advertisement with good contrast may attract the attention of customers contrast maybe visible in a number of ways. It may be witnessed through sizes, shapes and colours. Different colours sizes and shapes of elements in an advertisement add contrast.

The varying directions, of design elements (Vertical trees, horizontal pavements arched rainbows) add contrast. There must be sales communication purpose behind every layout decision made.

4. Eye Movement

Eye movement is the design principle which helps move the eyes of the readers from element to element in the order given in the hierarchy of effects model for effective communication of the message in advertising. An effective ad uses movement to lead its reading audience from initial message awareness through product knowledge and brand preference, to ultimate action (intent to purchase). Direction and sequence are two terms for the same element and artists may perform it in many ways. Mechanical eye direction may be created by devices such as pointing fingers lines arrows or even a bouncing ball that moves from unit to unit. Planned eye movement should

follow the established reading patterns too, such as the tendency to start to top left corner of a page and read through to the lower right corner. The eyes also moves naturally from large items to small from dark to light and from colours to not – colours.

ELEMENTS OF A LAYOUT

An advertising copy is the means by which the advertiser's ideas are given expression to in a message to readers. Regardless of its length and brevity copy refers to all the reading matters of an advertisement, including the headline, sub- headlines, text or body, and the name of the firm or the standard initials of the advertiser. As we have seen that advertising has so many immediate purposes but its ultimate goal is to stimulate sales. As a reader turns the pages of a magazine or newspaper, he notices so many advertisements but a great variation in copy. Some copy may be so sticking that the reader takes immediate action and rush to the nearest dealer to purchase it while there may be some other copy or copies that he does not like or it does not click to his mind. The first copy conforms to the requisites of a good copy. A copywriter must take pains in making up a sound advertisement copy containing its various components i.e. headlines, subhead lines, illustrations etc. The following are the main components of an advertisement copy

1. Background

2. Border

3. Caption

4. Coupon

5. Decoration

6. Heading

7. Illustration

8. Mascot

9. Name Plate

10. Price

11. Product

12. Slogan

13. Space

14. Sub-heading

15. Text

16. Trademark

1. Background

The background for the advertisements should be somewhat catchy and colourful. The arrangement of background differs from medium to medium and advertisement to advertisement. In short, background should be suitable for the contents of the advertisement.

2. Border

It is defined as the frame of the advertisement. Border is employed to impart the reading atmosphere. The border may be light or heavy, obvious, plain or fanciful. The border may also contain a logo.

3. Caption

It refers to the subtitle. But in most of the advertisement it is converted into heading or sub-heading.

4. Coupon

Coupon is that part of the advertisement which is intended for the convenience of the prospective customer in communicating with the advertiser. The coupon must contain the name and full postal address of the firm followed by the offer. The offer should be brief and clear. There

should be space for name and address of the prospective customer. The usual shape of the coupon is triangular or rectangular.

5. Decoration

Advertisement decoration is the ornament of the advertisement. This is done to emphasis the advertisement message.

6. Heading

The heading or headline is defined as the title of the advertisement. The words in the heading should be short.

7. Illustration

Illustrations are the part of layout that pictures the basic theme of the advertisement. It has the power to capture the attention of the reader. The advertisements become richer by the use of illustrations.

8. Mascot

It is known as the trade character or trade figure. It is an illustration of either a real or an imaginary figure or personality given in the advertisement.

9. Name Plate (Logo)

The name plate or name block is the signature of the advertiser. It represents the personality of the company and its product.

10. Price

It is another part of layout. The price of the product should be featured clearly. The price is usually taken in the concluding lines of the copy.

11. Product

It refers to the representation of the product offered for sale. A very popular practice is to show the product in use with illustrations.

12. Slogan

Slogan is a sales argument. The arrangement of slogan in the layout is determined by the importance of its relation to the advertising message.

13. Space

Space refers to the entire space left in the space hired by the advertiser. This depends on the design of the copy.

14. Subheading

It is a secondary heading. It is given to support the heading or to pick out the various selling points given in the text.

15. Text

Text or body of the advertisement refers to the general reading matter. It is the subject matter of the copy. It should be neither too wide nor too narrow.

16. Trade Mark

It is a word or design by which a product is defined. If the trademarks are registered it can be included in the layout.

17. Colour

Colour is another element of lay out and can be used with impact only if its dimensions are understood. Basic principles of lay out design are the same for both colour and blackand- white. The decision to use colour, and how much of it, can influence the development of copy and art

and the production of finished print advertisement. The use of colour directly influences the cost of advertisement but offers significant advantages.

- Colour adds attention-capturing value to the advertisement.

- Colour can help in imparting emphasis to important elements in an advertisement..

DESIGN PRINCIPLES

Advertising must be designed to attract consumer attention immediately as the advertiser has only a second or two to capture the reader's attention. Good design not only commands attention but also holds it and communicates as much information as possible in the shortest amount of time and makes the message easier to understand. The basic design rules include the following;

The eight laws of design

The basic principles of design, which can be applied to advertisements, are:

- Law of unity

- Law of variety

- Law of balance

- Law of rhythm

- Law of harmony

- Law of proportion

- Law of scale

- Law of emphasis

The details of these principles are discussed below.

Law of Unity

Unity is considered as the most important design principle. All creative advertising has a unified design. The complete lay out (copy, visual, headline, logo etc.) should appear as a single unified composition. Unity contributes orderliness to elements.

Law of Balance

There is a belief among many designers that balance is a fundamental law of nature. Balance means controlling the size, tone, weight and position of the elements in the advertisement. It occurs when equal weights of forces are equidistance from a reference point, which is the imaginary vertical line drawn from the centre of the advertisement. One can test the balance by examining the relationship between the right and left halves of the advertisement. when the weight of all elements on both sides of the vertical centre line is equal, the lay out has formal balance.

Such symmetrical advertisements give an impression of stability and conservatism. when the equilibrium is achieved by placing elements of different weights at unequal distance from the optical centre, the lay out has informal balance. This type of arrangement requires more thought than simple formal balance, however, the effects can be imaginative and distinctive.

Law of Rhythm

Even though a printed advertisement is static it it is still possible to obtain a sense of movement so that the eye is carried down and through the advertisement. A simple device is to indent paragraphs of text so that the eye is led from paragraph to paragraph. But the general flow of the overall designs should be pleasantly rhythmic.

Law of Harmony

There should be no sharp annoying and jerky contrasts. Variations in size, shape, and colour of lay out elements create contrast. Altering type to bold or italic brings attention to a word or phrase and creates contrast between type elements. All the elements should harmonize, helping to create unity.

Law of Proportion

This applies to division of space among lay out elements. That is, accentuating or focusing on an element or group of elements so that they stand out among elements of lay out for pleasing optical effect. The designer decides where to put more stress on illustration, headline, the logo, or the copy. If all the elements get equal emphasis, the advertisement ends up with no emphasis at all. The wider the column the larger the font size and vice versa. A narrow advertisement needs small text, but a wide advertisement needs larger text. Wider columns and larger font also need greater interline spacing.

Law of Scale

Visibility of the advertisement depends on the scale of tones and colours, the law of scale can be used with typographical design when headlines and subheading are made to contrast with grey areas of text type. Where colours are concerned, this principle can be applied where full colour is used in the advertisement.

Law of Emphasis

Here the rule is that all emphasis is no emphasis, which occurs if too much bold type is used, or there are too many capital letters. A sentence in upper and lower case lettering reads more easily

than one wholly in capital letters. An advertisement can be made to look interesting if there is emphasis such as bold type or certain words are emphasized in different colour.

TYPOGRAPHER

Typographer" redirects here. For the Typographer brand typewriter, see Typographer typewriter). Not to be confused with topography or typology (disambiguation). In philately "typography", especially in the case of 19th century stamps, refers to letterpress printing.

Typography (from the Greek words τύπος typos "form" and γράφειν graphein "to write") is the art and technique of arranging type to make written language most appealing to learning and recognition. The arrangement of type involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and adjusting the space within letters pairs (kerning). Type design is a closely related craft, sometimes considered part of typography; most typographers do not design typefaces, and some type designers do not consider themselves typographers. In modern times, typography has been put in film, television and online broadcasts to add emotion to communication.

Typography is performed by typesetters, compositors, typographers, graphic designers, art directors, mange artists, comic book artists, graffiti artists, clerical workers, and everyone else who arranges type for a product. Until the Digital Age, typography was a specialized occupation. Digitization opened up typography to new generations of visual designers and lay users, and

David Jury, Head of Graphic Design at Colchester Institute in England, states that "typography is now something everybody does.

Typography traces its origins to the first punches and dies used to make seals and currency in ancient times. The uneven spacing of the impressions on brick stamps found in the Mesopotamian cities of Uruk and Larsa, dating from the 2nd millennium BC, may have been evidence of type where the reuse of identical characters were applied to create cuneiform text. Babylonian cylinder seals were used to create an impression on a surface by rolling the seal on wet clay. Typography was also realized in the Phaistos Disc, an enigmatic Minoan print item from Crete, Greece, which dates between 1850 and 1600 BC. It has been proposed that Roman lead pipe inscriptions were created by movable type printing, but German typographer Herbert Brekle recently dismissed this view.

The essential criterion of type identity was met by medieval print artifacts such as the Latin Pruefening Abbey inscription of 1119 that was created by the same technique as the Phaistos disc. The silver altarpiece of patriarch Pellegrinus II (1195−1204) in the cathedral of Cividale was printed with individual letter punches. The same printing technique can apparently be found in 10th to 12th century Byzantine reliquaries. Individual letter tiles where the words are formed by assembling single letter tiles in the desired order were reasonably widespread in medieval Northern Europe.

Typography with movable type was invented in 11th-century China by Bi Sheng (990–1051) during the Song Dynasty. His movable type system was manufactured from ceramic materials, and clay type printing continued to be practiced in China until the Qing Dynasty. Wang Zhen was one of the pioneers of wooden movable type. Although the wooden type was more durable under the mechanical rigors of handling, repeated printing wore the character faces down, and

the types could only be replaced by carving new pieces. Metal type was first invented in Korea during the Goryeo Dynasty around 1230. Hua Sui introduced bronze type printing to China in 1490 AD. The Korean form of metal movable type was described by the French scholar Henri-Jean Martin as "extremely similar to Gutenberg's". East metal movable type was spread to Europe between late 14th century and early 15th century.

Modern movable type, along with the mechanical printing press, is most often attributed to the goldsmith Johannes Gutenberg. His type pieces from a lead-based alloy suited printing purposes so well that the alloy is still used today. Gutenberg developed specialized techniques for casting and combining cheap copies of letter punches in the vast quantities required to print multiple copies of texts. This technical breakthrough was instrumental in starting the Printing Revolution and printing the world's first book (with movable type) the Gutenberg Bible.

Computer technology revolutionized typography in the 20th century. Personal computers in the 1980s like the Macintosh allowed type designers to create types digitally using commercial graphic design software. Digital technology also enabled designers to create more experimental typefaces, alongside the practical fonts of traditional typography. Designs for typefaces could be created faster with the new technology, and for more specific functions.[8] The cost for developing typefaces was drastically lowered, becoming widely available to the masses. The change has been called the "democratization of type" and has given new designers more opportunities to enter the field.

EVOLUTION

The design of typography has developed alongside the development of typesetting systems. Although typography has evolved significantly from its origins, it is a largely conservative art that tends to cleave closely to tradition. This is because legibility is paramount, and so the types

that are the most readable are often retained. In addition, the evolution of typography is inextricably intertwined with lettering by hand and related art forms, especially formal styles, which thrived for centuries preceding typography, and so the evolution of typography must be discussed with reference to this relationship.

In the nascent stages of European printing, the type (black letter, or Gothic) was designed in imitation of the popular hand-lettering styles of scribes. Initially, this type was difficult to read, because each letter was set in place individually and made to fit tightly into the allocated space. The art of manuscript writing, whose origin was in Hellenistic and Roman bookmaking, reached its zenith in the illuminated manuscripts of the middle Ages. Metal types notably altered the style, making it "crisp and uncompromising", and also brought about "new standards of composition". Claude Garamond, during the Renaissance period, was partially responsible for the adoption of Roman typeface in France, which supplanted Gothic (blackletter) fonts, which were more common. Roman type was also based on hand-lettering styles.

The Roman typeface's development can be traced back to Greek lapidary letters. Although Greek lapidary letters are not examples of typography, since they were carved into stone, they were nonetheless "one of the first formal uses of Western letterforms"; after that, Roman lapidary letterforms transitioned into the monumental capitals, which laid the foundation for Western typographical design, especially serif typefaces. There are two styles of Roman typography: the old style, and the modern. The former is characterized by its similarly-weighted lines, while the latter is distinguished by its contrast of light and heavy lines. These styles are often combined.

By the twentieth century, computers turned type design into a rather simplified process. This has allowed the number of type styles to proliferate exponentially, as there are now thousands of fonts available.

EXPERIMENTAL TYPOGRAPHY

Experimental typography is defined as the unconventional and more artistic approach to setting type. Francis Picabia was a Dada pioneer in the early 20th Century. David Carson is often associated with this movement, particularly for his work in Ray Gun magazine in the 1990s. His work caused an uproar in the design community due to his abandonment of standards in typesetting practices, layout, and design. Experimental typography places emphasis on communicating emotion, rather than on legibility.

SCOPE

In contemporary use, the practice and study of typography is very broad, covering all aspects of letter design and application, both mechanical (typesetting and type design) and manual (handwriting and calligraphy). Typography can appear in a wide variety of situations, including:

- Documents
- Presentations
- Display typography (described below)
- Clothing
- Maps and labels
- Vehicle instrument panels

- As a component of industrial design—type on household appliances, pens and wristwatches, for example

- As a component in modern poetry (see, for example, the poetry of E. E. Cummings)

Since digitization, typography has spread to a wider range of applications, appearing on web pages, LCD mobile phone screens, and hand-held video games.

TEXT TYPOGRAPHY

Caslon, William, Roman typefaces (specimen).

In traditional typography, text is composed to create a readable, coherent, and visually satisfying whole that works invisibly, without the awareness of the reader. Even distribution of typeset material, with a minimum of distractions and anomalies, is aimed at producing clarity and transparency.

Choice of typeface(s) is the primary aspect of text typography—prose fiction, non-fiction, editorial, educational, religious, scientific, spiritual and commercial writing all have differing characteristics and requirements of appropriate typefaces and fonts. For historic material

established text typefaces are frequently chosen according to a scheme of historical genre acquired by a long process of accretion, with considerable overlap between historical periods.

Contemporary books are more likely to be set with state-of-the-art seriffed "text romans" or "book roman's" with design values echoing present-day design arts, which are closely based on traditional models such as those of Nicolas Jenson, Francesco Griffo (a punch cutter who created the model for Aldine typefaces), and Claude Garamond.

With their more specialized requirements, newspapers and magazines rely on compact, tightly fitted seriffed text fonts specially designed for the task, which offer maximum flexibility, readability and efficient use of page space. Sans serif text fonts are often used for introductory paragraphs, incidental text and whole short articles. A current fashion is to pair sans-serif type for headings with a high-performance seriffed font of matching style for the text of an article.

Typography is modulated by orthography and linguistics, word structures, word frequencies, morphology, phonetic constructs and linguistic syntax. Typography is also subject to specific cultural conventions. For example, in French it is customary to insert a non-breaking space before a colon (:) or semicolon (;) in a sentence, while in English it is not.

Color

In typography, color is the overall density of the ink on the page, determined mainly by the typeface, but also by the word spacing, leading and depth of the margins. Text layout, tone or color of the set text, and the interplay of text with the white space of the page in combination with other graphic elements impart a "feel" or "resonance" to the subject matter. With printed media typographers are also concerned with binding margins, paper selection and printing methods when determining the correct color of the page.

PRINCIPLES OF THE CRAFT

Legibility is primarily the concern of the typeface designer, to ensure that each individual character or glyph is unambiguous and distinguishable from all other characters in the font. Legibility is also in part the concern of the typographer to select a typeface with appropriate clarity of design for the intended use at the intended size.

An example of a well-known design, Brush Script, contains a number of illegible letters, since many of the characters can be easily misread especially if seen out of textual context.

Readability is primarily the concern of the typographer or information designer. It is the intended result of the complete process of presentation of textual material in order to communicate meaning as unambiguously as possible. A reader should be assisted in navigating around the information with ease, by optimal inter-letter, inter-word and particularly inter-line spacing, coupled with appropriate line length and position on the page, careful editorial "chunking" and choice of the text architecture of titles, folios, and reference links.

Text typeset in Iowan Old Style roman, italics and small caps, optimized at approximately 10words per line, typeface sized at 14points on 1.4× leading, with 0.2points extra tracking. Extract of an essay by Oscar Wilde

The two concepts are distinguished by Walter Tracy in Letters of Credit: these 'two aspects of a type' are fundamental to its effectiveness. Because the common meaning of "legible" is "readable" there are those – even some professionally involved in typography – who think that the term "legibility" is all that is needed in any discussion on the effectiveness of types. However, legibility and readability are separate, though connected aspects of type. Properly understood… the two terms can help to describe the character and function of type more precisely than legibility alone. … In typography we need to draw the definition… of legibility… to mean the quality of being decipherable and recognizable – so that we can say, for example,

that the lowercase in a particular old style italic is not legible in small sizes because its in-turned leg makes it look like the letter b; or a figure 3 in a classified advertisement is too similar to the 8. … In display sizes, legibility ceases to be a serious matter; a character that causes uncertainty at 8 point size is plain enough at 24 point.

Note that the above applies to people with 20/20 vision at appropriate reading distance and under optimal lighting. The analogy of an opticians chart, testing for visual acuity and independent of meaning, is useful to indicate the scope of the concept of legibility.

In typography… if the columns of a newspaper or magazine or the pages of a book can be read for many minutes at a time without strain or difficulty, then we can say the type has good readability. The term describes the quality of visual comfort – an important requirement in the comprehension of long stretches of text but, paradoxically, not so important in such things as telephone directories or air-line time-tables, where the reader is not reading continuously but searching for a single item of information. The difference in the two aspects of visual effectiveness is illustrated by the familiar argument on the suitability of sans-serif types for text setting. The characters in a particular sans-serif face may be perfectly legible in themselves, but no one would think of setting a popular novel in it because its readability is low.[49]

Legibility 'refers to perception' and readability 'refers to comprehension'.[49] Typographers aim to achieve excellence in both.

"The typeface chosen should be legible. That is, it should be read without effort. Sometimes legibility is simply a matter of type size; more often, however, it is a matter of typeface design. In general, typefaces that are true to the basic letterforms are more legible than typefaces that have been condensed, expanded, embellished, or abstracted.

However, even a legible typeface can become unreadable through poor setting and placement, just as a less legible typeface can be made more readable through good design. Studies of both legibility and readability have examined a wide range of factors including type size and type design.

For example, comparing serif vs. sans-serif type, roman type vs. oblique type and italic type, line length, line spacing, color contrast, the design of right-hand edge (for example, justification, straight right hand edge) vs. ranged left, and whether text is hyphenated. Legibility research has been published since the late nineteenth century. Although there are often commonalities and agreement on many topics, others often create poignant areas of conflict and variation of opinion. For example, no one has provided a conclusive answer as to which font, serifed or sans serif provides the most legibility according to Alex Poole.

Other topics such as justified vs. unjustified type, use of hyphens, and proper fonts for people with reading difficulties such as dyslexia, have continued to be subjects of debate. Websites such as Hgrebdes, Ban Comic Sans, UK National Literacy Trust, and Mark Simsonson Studiohave raised debating opinions on the above subjects and many more each presenting a thorough and well-organized position.

Legibility is usually measured through speed of reading, with comprehension scores used to check for effectiveness (that is, not a rushed or careless read). For example, Miles Tinker, who published numerous studies from the 1930s to the 1960s, used a speed of reading test that required participants to spot incongruous words as an effectiveness filter.

The Readability of Print Unit at the Royal College of Art under Professor Herbert Spencer with Brian Coe and Linda Reynolds[did important work in this area and was one of the centers that revealed the importance of the saccadic rhythm of eye movement for readability—in particular,

the ability to take in (i.e., recognize the meaning of groups of) around three words at once and the physiognomy of the eye, which means the eye tires if the line required more than 3 or 4 of these saccadic jumps. More than this is found to introduce strain and errors in reading (e.g. Doubling).

These days, legibility research tends to be limited to critical issues, or the testing of specific design solutions (for example, when new typefaces are developed). Examples of critical issues include typefaces for people with visual impairment, and typefaces for highway signs, or for other conditions where legibility may make a key difference.

Much of the legibility research literature is somewhat theoretical—various factors were tested individually or in combination (inevitably so, as the different factors are interdependent), but many tests were carried out in the absence of a model of reading or visual perception. Some typographers believe that the overall word shape (Bouma) is very important in readability, and that the theory of parallel letter wise recognition is either wrong, less important, or not the entire picture. Studies distinguishing between Bouma recognition and parallel letter wise recognition with regard to how people actually recognize words when they read, have favored parallel letter wise recognition, which is widely accepted by cognitive psychologists. Some commonly agreed findings of legibility research include:

- Text set in lower case is more legible than text set all in upper case (capitals), presumably because lower case letter structures and word shapes are more distinctive.

- Extenders (ascenders, deciders and other projecting parts) increase salience (prominence).

- Regular upright type (roman type) is found to be more legible than italic type.

- Contrast, without dazzling brightness, has also been found to be important, with black on yellow/cream being most effective.

TEXT TYPESET USING LATEX DIGITAL TYPESETTING SOFTWARE

Readability can also be compromised by letter-spacing, word spacing, or leading that is too tight or too loose. It can be improved when generous vertical space separates lines of text, making it easier for the eye to distinguish one line from the next, or previous line. Poorly designed fonts and those that are too tightly or loosely fitted can also result in poor legibility.

Typography is an element of all printed material. Periodical publications, especially newspapers and magazines, use typographical elements to achieve an attractive, distinctive appearance, to aid readers in navigating the publication, and in some cases for dramatic effect. By formulating a style guide, a periodical standardizes on a relatively small collection of typefaces, each used for specific elements within the publication, and makes consistent use of type sizes, italic, boldface, large and small capital letters, colors, and other typographic features. Some publications, such as The Guardian and The Economist, go so far as to commission a type designer to create customized typefaces for their exclusive use.

Different periodical publications design their publications, including their typography, to achieve a particular tone or style. For example, USA Today uses a bold, colorful, and comparatively modern style through their use of a variety of typefaces and colors; type sizes vary widely, and the newspaper's name is placed on a colored background. In contrast, The New York Times uses a more traditional approach, with fewer colors, less typeface variation, and more columns.

Especially on the front page of newspapers and on magazine covers, headlines are often set in larger display typefaces to attract attention, and are placed near the masthead.

DISPLAY TYPOGRAPHY

19th century wanted poster for John Wilkes Booth (the assassin of U.S. President Abraham Lincoln) printed with lead and woodcut type, and incorporating photography. Display typography is a potent element in graphic design, where there is less concern for readability and more potential for using type in an artistic manner. Type is combined with negative space, graphic elements and pictures, forming relationships and dialog between words and images.

Color and size of type elements are much more prevalent than in text typography. Most display typography exploits type at larger sizes, where the details of letter design are magnified. Color is used for its emotional effect in conveying the tone and nature of subject matter.

DISPLAY TYPOGRAPHY ENCOMPASSES:

- Book covers

- Typographic logos and word marks

- Packaging and labeling

- Graffiti

- Inscriptional and architectural lettering

- Poster design and other large scale lettering signage such as signage and billboards

- Business communications and advertising

- Kinetic typography in motion pictures and television, vending machine displays, online, and computer screen displays

Typography has long been a vital part of promotional material and advertising. Designers often use typography to set a theme and mood in an advertisement; for example using bold, large text to convey a particular message to the reader. Type is often used to draw attention to a particular advertisement, combined with efficient use of color, shapes and images.

Today, typography in advertising often reflects a company's brand. Fonts used in advertisements convey different messages to the reader; classical fonts are for a strong personality, while more modern fonts are for a cleaner, neutral look. Bold fonts are used for making statements and

attracting attention. In communicating a message, a balance has to be achieved between the visual and the verbal aspects in design. Digital technology in the 20th and 21st centuries has enabled the creation of typefaces for advertising that are more experimental than traditional typefaces.

INSCRIPTIONAL AND ARCHITECTURAL LETTERING

The history of inscriptional lettering is intimately tied to the history of writing, the evolution of letterforms and the craft of the hand. The widespread use of the computer and various etching and sandblasting techniques today has made the hand carved monument a rarity, and the number of letter-carvers left in the USA continues to dwindle.

For monumental lettering to be effective it must be considered carefully in its context. Proportions of letters need to be altered as their size and distance from the viewer increases. An expert letterer gains understanding of these nuances through much practice and observation of their craft. Letters drawn by hand and for a specific project have the possibility of being richly specific and profoundly beautiful in the hand of a master. Each can also take up to an hour to carve, so it is no wonder that the automated sandblasting process has become the industry standard.

To create a sandblasted letter, a rubber mat is laser cut from a computer file and glued to the stone. The sand then bites a coarse groove or channel into the exposed surface. Unfortunately, many of the computer applications that create these files and interface with the laser cutter do not have many typefaces available, and often have inferior versions of typefaces that are available.

What can now be done in minutes, however, lacks the striking architecture and geometry of the chisel-cut letter that allows light to play across its distinct interior planes.

LITHOGRAPHY

Lithography (from Greek λίθος, lithos, "stone" and γράφειν, graphein, "to write") is a method of printing originally based on the immiscibility of oil and water.[1] Printing is from a stone (lithographic limestone) or a metal plate with a smooth surface. It was invented in 1796 by German author and actor Alois Senefelder as a cheap method of publishing theatrical works. Lithography can be used to print text or artwork onto paper or other suitable material. Lithography originally used an image drawn with oil, fat, or wax onto the surface of a smooth, level lithographic limestone plate. The stone was treated with a mixture of acid and gum arabic, etching the portions of the stone which were not protected by the grease-based image. When the stone was subsequently moistened, these etched areas retained water; an oil-based ink could then be applied and would be repelled by the water, sticking only to the original drawing. The ink would finally be transferred to a blank paper sheet, producing a printed page. This traditional technique is still used in some fine art printmaking applications. In modern lithography, the image is made of a polymer coating applied to a flexible aluminum plate. The image can be printed directly from the plate (the orientation of the image is reversed), or it can be offset, by transferring the image onto a flexible sheet (rubber) for printing and publication.

As a printing technology, lithography is different from intaglio printing (gravure), wherein a plate is either engraved, etched, or stippled to score cavities to contain the printing ink; and woodblock printing or letterpress printing, wherein ink is applied to the raised surfaces of letters or images. Today, most types of high-volume books and magazines, especially when illustrated in colour, are printed with offset lithography, which has become the most common form of printing technology since the 1960s.

THE PRINCIPLE OF LITHOGRAPHY

Lithography uses simple chemical processes to create an image. For instance, the positive part of an image is a water-repelling ("hydrophobic") substance, while the negative image would be water-retaining ("hydrophilic"). Thus, when the plate is introduced to a compatible printing ink and water mixture, the ink will adhere to the positive image and the water will clean the negative image. This allows a flat print plate to be used, enabling much longer and more detailed print runs than the older physical methods of printing (e.g., intaglio printing, letterpress printing).

Lithography was invented by Alois Senefelder in the Kingdom of Bavaria in 1796. In the early days of lithography, a smooth piece of limestone was used (hence the name "lithography": "lithos" is the ancient Greek word for stone). After the oil-based image was put on the surface, a solution of gum arabic in water was applied, the gum sticking only to the non-oily surface. During printing, water adhered to the gum arabic surfaces and avoided the oily parts, while the oily ink used for printing did the opposite.

LITHOGRAPHY ON LIMESTONE

Lithography works because of the mutual repulsion of oil and water. The image is drawn on the surface of the print plate with a fat or oil-based medium (hydrophobic) such as a wax crayon,

which may be pigmented to make the drawing visible. A wide range of oil-based media is available, but the durability of the image on the stone depends on the lipid content of the material being used, and its ability to withstand water and acid. The gum solution penetrates into the pores of the stone, completely surrounding the original image with a hydrophilic layer that will not accept the printing ink. Using lithographic turpentine, the printer then removes any excess of the greasy drawing material, but a hydrophobic molecular film of it remains tightly bonded to the surface of the stone, rejecting the gum arabic and water, but ready to accept the oily ink.

When printing, the stone is kept wet with water. Naturally the water is attracted to the layer of gum and salt created by the acid wash. Printing ink based on drying oils such as linseed oil and varnish loaded with pigment is then rolled over the surface. The water repels the greasy ink but the hydrophobic areas left by the original drawing material accept it. When the hydrophobic image is loaded with ink, the stone and paper are run through a press which applies even pressure over the surface, transferring the ink to the paper and off the stone.

Senefelder had experimented during the early 19th century with multicolor lithography; in his 1819 book, he predicted that the process would eventually be perfected and used to reproduce paintings. Multi-color printing was introduced by a new process developed by Godefroy Engelmann (France) in 1837 known as chromolithography.

A separate stone was used for each color, and a print went through the press separately for each stone. The main challenge was to keep the images aligned (in register). This method lent itself to images consisting of large areas of flat color, and resulted in the characteristic poster designs of this period.

"Lithography, or printing from soft stone, largely took the place of engraving in the production of English commercial maps after about 1852. It was a quick, cheap process and had been used to print British army maps during the Peninsula War. Most of the commercial maps of the second half of the 19th century were lithographed and unattractive, though accurate enough."

MODERN LITHOGRAPHIC PROCESS

High-volume lithography is used presently to produce posters, maps, books, newspapers, and packaging—just about any smooth, mass-produced item with print and graphics on it. Most books, indeed all types of high-volume text, are now printed using lithography. For offset lithography, which depends on photographic processes, flexible aluminum, polyester, mylar or paper printing plates are used instead of stone tablets.

Modern printing plates have a brushed or roughened texture and are covered with a photosensitive emulsion. A photographic negative of the desired image is placed in contact with the emulsion and the plate is exposed to ultraviolet light. After development, the emulsion shows a reverse of the negative image, which is thus a duplicate of the original (positive) image. The image on the plate emulsion can also be created by direct laser imaging in a CTP (Computer-To-Plate) device known as a plate setter. The positive image is the emulsion that remains after imaging. Non-image portions of the emulsion have traditionally been removed by a chemical process, though in recent times plates have come available which do not require such processing.

The plate is affixed to a cylinder on a printing press. Dampening rollers apply water, which covers the blank portions of the plate but is repelled by the emulsion of the image area. Hydrophobic ink, which is repelled by the water and only adheres to the emulsion of the image area, is then applied by the inking rollers. If this image were transferred directly to paper, it would create a mirror-type image and the paper would become too wet. Instead, the plate rolls against a cylinder covered with a rubber blanket, which squeezes away the water, picks up the ink and transfers it to the paper with uniform pressure. The paper passes between the blanket cylinder and a counter-pressure or impression cylinder and the image is transferred to the paper. Because the image is first transferred, or offset to the rubber blanket cylinder, this reproduction method is known as offset lithography or offset printing. Many innovations and technical refinements have been made in printing processes and presses over the years, including the development of presses with multiple units (each containing one printing plate) that can print multi-color images in one pass on both sides of the sheet, and presses that accommodate continuous rolls (webs) of paper, known as web presses. Another innovation was the continuous dampening system first introduced by Dahlgren instead of the old method which is still used on older presses (conventional dampening), which are rollers covered with molleton (cloth) which absorbs the water. This increased control of the water flow to the plate and allowed for better ink and water balance. Current dampening systems include a "delta effect or vario" which slows the roller in contact with the plate, thus creating a sweeping movement over the ink image to clean impurities known as "hickies".

The process of lithography printing is illustrated by this simplified diagram. This press is also called an ink pyramid due to the fact that the ink is transferred through several layers of rollers

with different purposes. Fast lithographic 'web' printing presses are commonly used in newspaper production.

The advent of desktop publishing made it possible for type and images to be modified easily on personal computers for eventual printing by desktop or commercial presses. The development of digital image setters enabled print shops to produce negatives for plate making directly from digital input, skipping the intermediate step of photographing an actual page layout. The development of the digital plate setter during the late 20th century eliminated film negatives altogether by exposing printing plates directly from digital input, a process known as computer to plate printing.

CLOTH-SIZE OF ADVERTISING

Chances are, picture at your ideal weight, you also picture yourself reaching for a specific clothing size in your closet. It can be a useful goal to visualize, but a little retail perspective can help keep you from obsessing over a potentially meaningless number. The truth is, there is no standard sizing convention among women's clothing manufacturers, says George Simonton, design director of eponymous fashion label George Simonton, and professor at Fashion Institute of Technology. "If you try on an 8 from each designer, you'll get a different fit on each one," Simonton says. "They develop their own specs and measurements."

REPEAT ADVERTISING

Repeat exposure is one of the key phenomena in advertising as the most of consumers have a chance to be exposed more than once. It has attracted the attention of many researchers to assess the return on investment of advertising that turns out to be diminishing. The nature of advertising

whose performance is not increasing linearly to the number exposure frequency combined with the pricing practice of advertising whose rate is linear to the number of exposure generates the diminishing return on investment of advertising where the necessity arises to analyze the repeat exposure phenomenon to enhance the efficiency of advertising campaign. Especially on the Internet, repeat exposure phenomenon requires particular attention as there is no upper limit of repeat exposures to a posted advertising and the number of repeat exposures can be easily counted. Unlike TV and radio on which the maximum number of repeat exposures is limited by the number of insertions, on the Internet, one can be exposed as many times as possible and the exact number of his/her repeat exposures can be tracked unlike magazine in which tracking the number of exposures is unrealistic.

ADVERTISING CAMPAIGN

An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media across a specific time frame of frequent flyers points.

The critical part of making an advertising campaign is determining a campaign theme as it sets the tone for the individual advertisements and other forms of marketing communications that will be used. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a substantial period but many of them are short-lived due to factors such as being ineffective or market conditions and / or competition in the marketplace and marketing mix.

DEFINITION:

A coordinated series of linked advertisements with a single idea or theme.

"An advertising campaign is typically broadcast through several media channels. It may focus on a common theme and one or few brands or products, or be directed at a particular segment of the population. Successful advertising campaigns achieve far more than the sporadic advertising, and may last from a few weeks and months to years."

MEANING:

Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of medias at some fixed times. The time frames of advertising campaigns are fixed and specifically defined.

OBJECTIVE OF ADVERTISING CAMPAIGN.

The objective of an advertising campaign is to

- Inform people about your product

- Convince them to buy the product

- Make your product available to the customers

THE PROCESS OF MAKING AN ADVERTISING CAMPAIGN IS AS FOLLOWS:

1. **Research:** first step is to do a market research for the product to be advertised. One needs to find out the product demand, competitors, etc.

2. **Know the target audience:** one need to know who are going to buy the product and who should be targeted.

3. **Setting the budget:** the next step is to set the budget keeping in mind all the factors like media, presentations, paper works, etc which have a role in the process of advertising and the places where there is a need of funds.

4. **Deciding a proper theme:** the theme for the campaign has to be decided as in the colors to be used, the graphics should be similar or almost similar in all ads, the music and the voices to be used, the designing of the ads, the way the message will be delivered, the language to be used, jingles, etc.

5. **Selection of media:** the media or number of Medias selected should be the one which will reach the target customers.

6. **Media scheduling:** the scheduling has to be done accurately so that the ad will be visible or be read or be audible to the targeted customers at the right time.

7. **Executing the campaign:** finally the campaign has to be executed and then the feedback has to be noted.

STEPS TO KEEP YOUR ADVERTISING CAMPAIGN ON TRACK AND SUCCESSFUL:

1. **Market research:** Before you even start thinking about where you might want to place an ad or even what it could look like, it's important to do at least some basic research. Even if you aren't in a position to bring in an expensive research firm, you can ask your current customers questions about why they come back to you, as well as taking a close look at your target demographics' needs and interests.

2. **Budgeting:** Your business probably has a set advertising budget for the year — but how do you divvy it up between your various advertising projects? For each project you're planning, you need to be clear on just how much money you're willing to spend. You'll

almost certainly change exactly how you divide it between costs like copy writing and design, but you can treat the overall amount as set in stone. Write it down and put it in your project folder.

3. **Setting goals:** The aims you have in mind for a particular advertising project need to be written down ahead of time. While it's good to be ambitious, it's also important to decide what constitutes a successful advertising campaign for your business. Sales can be the simplest metric: if you're advertising a particular product, how many units will you need to sell to pay for that campaign?

4. **Advertising venue:** The website, TV station, newspaper, radio station, magazine or other advertising venue you place your ad with is a crucial decision. You'll need to look at not only the cost of your preferred venues but also whether they reach your target demographic. Ad buys can make up a significant portion of your budget. Deciding on where you will place your ads first tells you how much money you'll have left over for actually creating your ad.

5. **Choosing creative's:** Unless you're planning to write, shoot and design every part of your ad, you'll probably need to bring in some help. Finding the right freelancers for each aspect requires checking through portfolios and rates — if you can find a business or freelancer who can handle all aspects of creating your ad, even if that means subcontracting, it can save you a lot of time. You'll also want to make sure that you find any talent you'll need for your ad (voice actors for radio, models for photography and so on).

6. **Design and wording:** While you may not have a lot of actual writing and designing to do for your ad, during the creation process you will need to review and sign off on different

stages of the project. When starting with a new designer or other creative, make sure that you both know any expectations for timelines and progress checks.

7. **Placing the ad:** Once you have a finished ad in hand, it's time to actually place it with your preferred advertising venue. You may have a few contracts to sign and a check to hand over. You'll also want to make sure you actually see your ad once it's run from a newspaper, for instance, you'll want to see the tear sheets of pages containing your ad.

8. **Evaluation:** Depending on your ad, how you evaluate it can vary. If it included a coupon, for instance, you can simply count how many customers brought in the coupon. For other ads, you may be simply comparing sales before, during and after your advertising campaign. Spend as much time on analyzing how your advertising campaign worked as you can. That information can point you to more effective uses of advertising in the future. While following such a set process may seem like it would stifle the creativity necessary to put together a new ad, following these steps can actually make it easier.

ADVERTISING AND SALES PROMOTION -15BAU503
UNIT – III
POSSIBLE QUESTIONS
PART – B

1. Describe the principles of advertising layout?

2. Describe the process in advertising campaign?

3. Describe the role of advertising layout?

4. Briefly describe the functions of advertising campaign?

5. Describe the essentials of advertising campaign?

6. Elucidate the nature of repeat and remainder advertising?

7. Describe the functional role of advertising layout?

8. Elucidate the scope of advertising campaign?

9. Determine the effects of advertising layout?

10. Describe the methods of sales territories?

*CIA- 3 X 10 = 30 (EITHER OR TYPE)

MODEL - 5 X 8 = 40 (EITHER OR TYPE)

**ESE - 5 X8 = 40 (EITHER OR TYPE)

KARPAGAM ACADEMY OF HIGHER EDUCATION

DEPARTMENT OF MANAGEMENT

FIFTH SEMESTER - III BBA (BATCH: 2015-2018)

ADVERTISING AND SALES PROMOTION -15BAU503

UNIT - III

PART - A (EACH QUESTIONS CARRY ONE MARK) (ONLINE EXAMINATION) MULTIPLE CHOICE QUESTIONS

S.No.	Questions	Opt 1	Opt 2	Opt 3	Opt 4	Answer
1	Lithography is also known as _____	Typography	Administration	Decision	Phonography	Phonography
2	advertising	Typography	Administration	Lithography	Phonography	Lithography
3	Typography series runs from ____ point to 72 po	5	2	3	4	5
4	point size	70	58	62	72	72
5	contribution of _____	Contributors	Specialists	Advertiser	Artists	Specialists
6	contribution of specialists	Profit	Overcome	Outcome	Loss	Outcome
7	The role of slogan cannot be _____	Over- estimated	Estimated	Under-estimated	Estimated	Over- estimated
8	A good appeal made by the good _____	Artists	Advertiser	Contributors	Specialists	Advertiser
9	Advertising appeals are related to _____ motiv	Producing	Designing	Buying	Motivating	Buying
10	A good appeal evinces _____ of the readers	Interest	Idea	Intention	Less Interest	Interest
11	A layout plan indicates the shape, the size and the	Interest	Idea	Intention	Location	Location
12	Campaign planning means…………..	eciding in advar	accomplishme	Planning	Directing	Deciding in advance
13	done" defined by………	M.E.Herely	Phillipkotler	Stanton	Hall	M.E.Herely
14	in future" defined by…..	M.E.Herely	Phillipkotler	Stanton	Hall	Phillipkotler
15	element of an advertising message in printed	Advertising cop	dvertising layo	dvertising budg	planning	Advertising layout
16	………..Is called title of the advertisement.	Slogans	Sub headlines	Illustrations	Head lines	Head lines
17	………. Is called subordinates the main headlines	Slogans	Sub headlines	Illustrations	Head lines	Sub headlines
18	be understood even by the illiterate.	Slogans	Sub headlines	Illustrations	Head lines	Illustrations
19	which is used to attract and hold the attraction	Slogans	Sub headlines	Illustrations	Head lines	Slogans

20	BPL means…………..	process layout	procurement	best	people leader	Believe in the best
21	LG means……………	Life's good	Live good	Live green	Like good	Life's good
22	………… world's finest fabrics since 1925.	LG	BPL	Raymond's	ARC	Raymond's
23	HCL means…………..	Company	Company	Corporation	Corporation	limited
24	Adidas means………………	dream about	decision about	decisions	about sports	about sports
25	ITC means………….	Training	tobacco	training centre	training	Corporation
26	arrangements of all the elements of advertising	dvertising layo	Advertising cop	dvertising budg	planning	Advertising layout
27	…… may be defined as the title of the advertisem	Headline	Subhead line	Slogans	Illustrations	Headline
28	attention to the readers	Headline	Subhead line	Slogans	Illustrations	Slogans
29	commodity is identified	Trade marks	Brand name	Subhead line	Slogans	Trade marks
30	produced by the producer.	Brand name	Trade marks	Good will	Images	Brand name
31	The world's famous producer HAIER'S slogan is	Inspire the next	Achieve success	each the mounta	nspire the peopl	Inspire the next
32	_____ management	Impersonal	Advertising	Personal	Agency	Personal
33	analysed_____ to determline the causes	Periodically	Annually	Weekly	Yearly	Periodically
34	periodically to determine the causes	Impersonal	Advertising	Personal	Agency	Personal
35	_____at all organizational levels	Periodically	Annually	Weekly	Executives	Executives
36	executives at all organizational levels	Advertising	Sales force	Personal	Agency	Sales force
37	executives at all_____levels	Organizational	Institution	Company	Manager	Organizational
38	Quantitatively and _____	Forcely	Friendly	Qualitatively	Value	Qualitatively
39	Qualitatively and _____	Forcely	Friendly	Harshly	Quantitatively	Quantitatively
40	Sources within the firm is _____	Internal	Estimated	External	Personal	Internal
41	Sources outside the firm is _____	Internal	Estimated	External	Personal	External
42	for interviewing	Meeting	Training	Exercise	Experiment	Training
43	informal interview	internal	estimated	external	patterned	patterned
44	contests, premiums, and other means of	Advertising	Personal selling	Public relations	Sales promotion	Sales promotion
45	targeted marketing efforts and to building one-to-	Advertising	Public relations	Sales promotion	Direct marketing	Direct marketing

46	that calls for using the sales force and trade	Push strategy	Pull strategy	Blocking strategy	Integrated strategy	Push strategy
47	----------management	Internal	Estimated	Scientific	Patterned	Scientific
48	The salse manager must ensure the ------------of th	Exceution	Termination	Exercise	Nominal	Exceution
49	The salses manager must set up appropriate -------	Internal	Estimated	External	Objectives	Objectives
50	Sales management is both ----------- and professio	Science	Job	Analysis	Object	Science
51	It is the salesmans duty to --------- daily tasks	Divert	Allocate	Change	Avoid	Allocate
52	under him	Meeting	Training	Effective leadersh	Harshly	Effective leadership
53	-------------	Impersonal	Advertising	Personal	Correspondence	Correspondence
54	in _____	method	sales method	parity method	task method	method
55	promotion budget formats except _____	method	method	of-sales	and-task	The LIFO method
56	that calls for spending a lot on advertising and	Push strategy	Pull strategy	Blocking strategy	Integrated strategy	Pull strategy
57	followed by B2C companies with respect to	Push strategy	Pull strategy	Blocking strategy	Integrated strategy	Pull strategy
58	followed by B2B companies with respect to	Push strategy	Pull strategy	Blocking strategy	Integrated strategy	Push strategy
59	incentives to customer is known as	Sales promotion	Advertising	Personal selling	Publicity	Sales promotion
60	Selection involves the number of ------------ requi	Sales man	Purchaser	Buyer	Consumer	Sales man

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DEPARTMENT OF MANAGEMENT

FIFTH SEMESTER - III BBA (BATCH: 2015-2018)

ADVERTISING AND SALES PROMOTION -15BAU503

UNIT –V

Sales Promotion - Meaning - Methods – Promotional Strategy – Marketing Communication and Persuasion – Promotional Instruments - Techniques of Sales Promotion – Consumer and Dealers Promotion - After Sales Service – Packing – guarantee – Personal Selling – Objectives – Salesmanship – Process of Personal Selling – Types of Salesman.

SALES PROMOTION

Promotion is a key part of marketing programme and is concerned with efficiently and effectively communicating the decisions of marketing strategy to target audiences. It is the marketing function concerned with persuasive communication of the marketing programme to target audience with the intent to facilitate exchange between the marketer and the customer, which may satisfy the objectives for both the customer and organization.

Promotion is targeted to the target audiences. It is also goal oriented and the objective may be to create brand awareness, to educate the consumers, to create a positive image, to build preference. The ultimate goal is to sell the product or service to consumers who have a need of it.

Sales promotion is one of the important components of promotion mix. The components of promotion mix are as follows:

1. Advertising
2. Personal selling
3. Sales promotion
4. Publicity
5. Direct Marketing

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.
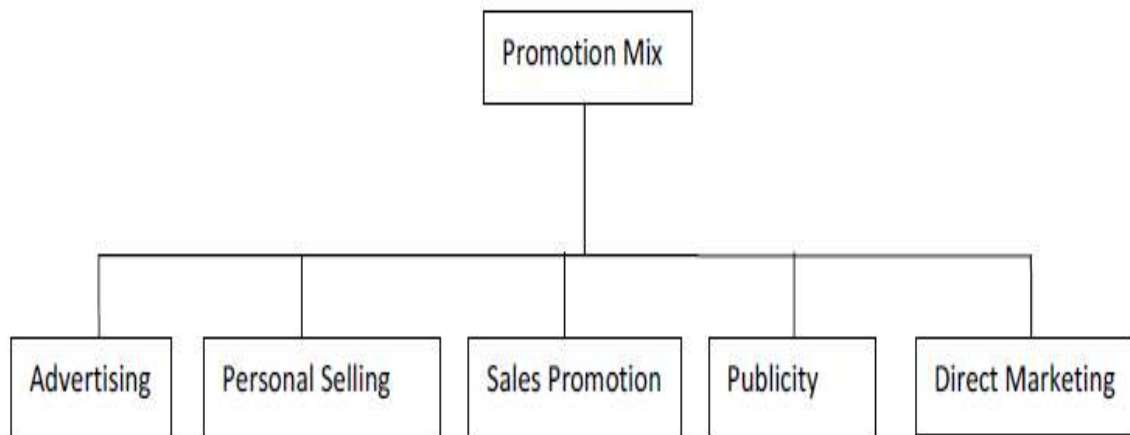
In a time when customers are exposed daily to a nearly infinite amount of promotional messages, many marketers are discovering that advertising alone is not enough to move members of a target market to take action, such as getting them to try a new product.

Instead, marketers have learned that to meet promotional method in conjunction with advertising. Other marketers have found that certain characteristics of their target market (e.g., small but geographically dispersed) or characteristics of their [product (e.g., highly complex) make advertising a less attractive option. For these marketers better results may be obtained using

other promotional approaches and may lead to directing all their promotional spending to non-advertising promotions.

Finally, the high cost of advertising may drive many to seek alternative, lower cost promotional techniques to meet their promotion goals.

SALES PROMOTION

Sales promotion describes promotional methods using special short-term techniques to persuade members of a target market to respond or undertake certain activity. As a reward, marketers offer something of value to those responding generally in the form of lower cost of ownership for a purchased product (e.g., lower purchased price, money back) or the inclusion of additional value-added material (e.g., something more for the same price).

Sales promotions are often confused with advertising. For instance, a television advertising mentioning a contest awarding winners with a free trip to Goa may give the contest the appearance of advertising. While the delivery of the marketer's message through television media is certainly labeled as advertising, what is contained in the message, namely the contest, is considered a sales promotion. The factors that distinguish between the two promotional approaches are:

1. Whether the promotion involves a short-term value proposition (e.g., the contest only offered for a limited period of time), and

2. The customer must perform some activity in order to be eligible to receive value proposition (e.g., customer must enter contest).

The inclusion of a timing constraint and an activity requirement are hallmark of sales promotion. Sales promotions are used by a wide range of organisations in both consumer business markets, though the frequency and spending levels are much greater for consumer products marketers. One estimate by the promotion Marketing Association suggests that in the US alone spending on sales promotion exceeds that of advertising.

DIFFERENCE BETWEEN ADVERTISING AND SALES PROMOTION

Advertising is a message which promotes ideas, good or services communicated through one or more media by an identified sponsor while sales promotion consists of short –terms incentives provided by the identified sponsors to consumers and traders to persuade them to purchase and stock his products. The major differences between

Advertising and Sales Promotion are:

Advertising	Sales Promotion
(i) A reason is offered to buy.	An incentive is offered to buy
(ii) Theme is to build up brand loyalty	Theme is to break down the loyalty to a competing brand.
(iii) Aim is to attract the ultimate Consumers.	Aim is to attract not only consumers but retailers, wholesalers and Sales force also
(iv) Effective in the long run.	Effective in the short run.
(v) Heavy advertising makes the brand image of the product and accords it the perception of higher quality	Heavy Sales promotion leads to the product being perceived as having a brand image of cheaper and lower quality product.
(vii) Advertising includes messages delivered through various types of Media.	Various types of incentives are offered for ➢ Consumer promotion ➢ Trade Promotion ➢ Sales force Promotion

Comparison of Sales Promotion with Others

	Advertising	Sales promotion	Personal selling	Publicity
Timeframe	Long-term	Short-term	Short/long-term	Long-term
Primary appeal	Emotional	Rational	Rational	Emotional
Primary objective	Image/brand building	Sale	Sale/relationship	Good will
Contribution profit	Moderate	High	High	Low

OBJECTIVES OF SALES PROMOTION

Sales promotion is a tool used to achieve most of the five major promotional objectives

- Building Product Awareness- Several sales promotion techniques are highly effective in exposing customers to products for the first time and can serve as key promotional components in the early stages of new product introduction. Additionally, as part of the effort to build product awareness, several sales promotion techniques possess the added advantage of capturing customer information gathering tool (i.e., sales lead generation), which can then be used as part of follow-up marketing efforts.

- Creating Interest- Marketers find that sales promotions are very effective in creating interest in a product. In fact, creating interest is often considered the most important use of sales promotion. In the retail industry an appearing sales promotion can significantly increase customer traffic to retail outlets. Internet marketers can use similar approaches to bolster the number of website visitors.

- Providing Information- Generally sales promotion technique are designed to make customers to some action and are rarely simply informational in nature. However, some

sales promotions do offer customers access to product information. For instance, a promotion may allow customers to try a fee-based online service for free for several days. This free access may include receiving product information via e-mail.

- Stimulating Demand- Next to building initial product awareness, the most important use of sales promotion is to build demand by convincing customers to make a purchase. Special promotions, especially those that lower the cost of ownership to the customer (e.g., price reduction), can be employed to stimulate sales.

DEFINITIONS OF SALES PROMOTION

It is difficult to define sales promotion in a precise manner because it involves with a variety of activities and techniques. Sales promotion refers to many kinds of incentives and techniques directed toward consumers and traders with the intention to create immediate sales effects. There is no single definition of sales promotion which is universally accepted by one and all. There is a wide spectrum of views and different experts have defined sales promotion in different ways.

The definition given by American Marketing Association (AMA,1960) "In a specific sense, sales promotion include those sales activities that supplement both personal selling and advertising and coordinate them and help to make them effective, such as displays, shows and expositions, demonstrations and other non-recurrent selling efforts not in the ordinary routine"

As per AMA definition it is inferred that all those promotional activities, which don't fall under the category of personal selling, advertising and publicity, should be considered under the head of sales promotion.

Roger A. Strang has defined sales promotion in a few words as:

"Sales promotion is short-term incentives to encourage purchase or sale of a product or service."

According to Philip Kotler "Sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker and/or greater purchase of particular product/services by consumers or the trade"

Sales promotion defined by Kazmi and Batra as "Sales promotion includes incentive offers and interest creating activities which are generally short term marketing events other than advertising, personal selling, publicity and direct marketing. The purpose of sales promotion is to stimulate, motivate and influence the purchase and other desired behavioural responses of the firm's customers."

TYPES OF SALE PROMOTION

Promotion may be broadly classified either immediate or delayed. Those that offer an immediate reward tend to be more effective because of their immediacy, which is consistent with the short-term tactical nature of promotions. Immediate reward promotions include such things as price reduction, bonus packs, and coupons. Delayed promotion techniques delay the reward, usually until after the target audience takes some action. Delayed reward promotions include such things as sweepstakes, rebate offers, and frequent flyer programmes.

Promotions are usually thought of as aimed at consumers, but in fact much more money is invested in promotion to the trade than to the consumers. There are three fundamental types of promotion: consumer promotion, retail promotion and trade promotion. They are used to get consumers to try or to repurchase the brand and to get the retail trade to carry and to "push" the brand. Finally retailers use promotions to clear their inventory of slow moving, out of season, or

shelf-unstable products. Retailers thus run their own promotions aimed at consumers, such as price off, displays, frequent shoppers programme and so on.

CONSUMER ORIENTED PROMOTIONS

Consumer will not make a distinction between trade promotions delivered at retail outlets, retail promotions, and consumer promotions. If they see a special display in the store or have a coupon or see a price special, they are not concened with whether it was the brand or the retailer that was responsible. But, from the brand's perspective, there is a world of difference. Consumer promotions are initiated by the brand, not the retailer, and the brand controls the content. As it happens, consumers tend to have a pretty good idea about how often brands are promoted. This is important to the brand, because it will affect consumer buying strategy for the brand in the light of the perception of the brand's availability on promotion.

So, even if you do not have control over retail promotions that includes your brand, it is essential that you have knowledge in your promotion strategy. There are six fundamental consumer can be considered: coupons, refund and rebates, sampling, loyalty sweepstakes and premiums.

Six basic consumer promotions

Coupons	Are low cost, and the most common form of promotion
Refund and rebates	Offers large price discounts, usually with more expensive products
Sampling	Provides an opportunity to try or use brand at little or no cost
Loyalty	Encourages repeat purchase
Sweepstakes	Helps create excitement and reinforce brand image at a relatively low cost
Premiums	Helps facilitate purchase by offering reward or bonus

Coupons: A coupon is a price reduction offer to a consumer. This could be a percentage off on the retail price of the merchandise or an offer for the future. Coupons can be of various kinds, each with a specific objective. Instant redemption coupons can be redeemed with a purchase to reap the benefit instantly. Some coupons are offered after a purchase has taken place for a repeat purchase. Such a coupon can be given at the time of delivery or could be in the package.

Refunds and Rebates: This scheme offers 100% refund in case of dissatisfaction after a purchase. Rebates can be a one-time purchase or could be a coupon issued for the next purchase. This ensures that the shopper returns for the second purchase to avail of the rebate. Fast food giants use this scheme often.

Sampling Giving people free samples or trial pack is another promotional technique and is an excellent way to get consumers to try a product. This form of consumer promotion is found to be especially useful when one is introducing a product for the first time. It is commonly used in the case of fast moving consumer goods such as detergent, soft drinks, confectionaries etc. In this case a small quantity of the product is given as a sample.

Loyalty Programmes

Loyalty programmes are initiated by companies to express their bond with loyal customers. Loyalty points are added by airlines, credit card companies. Indian Airlines have loyalty programme 'frequent flier' offer for those flier who continuously purchase Indian Airlines tickets.

Contests and Sweepstakes

These schemes offer a chance for participants to get something for nothing, based on some sort of skill or ability. These are run to create an excitement amongst the target segment. Sweepstakes require that participants submit their names which are included in a draw or other chance selection. Contests are normally advertised extensively and test more often than not the knowledge of the consumer on the product or some other skill. For example, contest may involve completion of sentence which might say" I like this product because......." or it could involve developing a slogan.

Premiums These are prizes, gifts, and special offers that the consumers are offered at the time of purchase. Getting an fairness cream along with face wash could work as an attractive premium for women, or a hair conditioner with shampoo.

Premium can be of varying kinds, including in-mail premiums. In case, the prospect is required to send proof of the purchase to receive the gift. Sometimes the agent may even bring the entry form. Many magazines have subscription schemes that offer various premiums such as pen sets, sun glasses, planners, etc.

RETAIL PROMOTION

PRICE OFF

This kind of promotion offers a consumer a certain percentage discount that is generally reflected on the price tag. The old price is crossed out and the discounted price stamped in to assure the customer of the value transfer on purchase. A price off is simple and attractive phenomenon and attracts prospective buyers. Price-off are generally announced with end-of-season sales, specially at places that experience strong variation between winters and summers for instance. It makes

sense for marketers to dispose of merchandise in the same season rather than store them for the next year, which costs money; besides' fashion may change by then.

DISPLAYS AND POINT-OF-PURCHASE MATERIAL:

Point of purchase (POP) displays is an important promotional tool because they can help a manufacturer obtain more effective in store merchandising of products. Point-of-purchase displays are very important to marketers since many consumers make their purchase decisions in the store. In fact, some studies estimate that nearly two-thirds of consumer's buying decisions are made in retail store. Thus it is very important for marketers to get the attention of consumers, as well as to communicate a sales or promotional, messages through POP displays.

Many companies run display contest in order to get good exposure for their products, particularly during the seasonal period, Dealers are expected to buy a minimum quantity of stock during the display period and display them prominently in the show windows of the shop and in other prominent places. Company representatives then visit their shops and judge these display and award prizes to them.

COOPERATIVE ADVERTISING

The final form of trade-oriented promotion we examine is cooperative advertising, which involves the sharing of cost of local advertising by the dealer and the company. The dealer then has the name of the outlet printed below the advertisement and gets mileage in terms of consumer enquiries. The most common form of cooperative advertising is the trade-oriented

form, vertical advertising, in which a manufacturer pays for a portion of the advertising a retailer runs to promote the manufacturer's product and its availability in the retailer's place of business. Manufacturers generally share the cost of advertising run by the retailer on a percentage basis (usually 50/50) up to a certain limit.

TRADE ORIENTED PROMOTIONS

Trader promotion takes up a significant proportion of most marketing communication budgets. Whether the promotion directly affects pricing or indirectly affects volume through merchandising material, the trade views trade promotions from the manufacturer as a way to move more money to its bottom line. Trade promotions are those that a company runs to elicit better and quicker response from the trade. These can be done when introducing a new product. to ensure enhanced stocking proceeding a good season, or to block a competition. Trade promotions are normally part of a push strategy, the assumption here being that if the trader has excess stock bought during a trade scheme he will be motivated to push the product in order to recover his investment as soon as possible.

Trade promotion is designed to improve relations with the trade in order to gain and hold new distribution, to build inventory with the trade, or to obtain trade cooperation and merchandising support. There are three basic categories of trade promotion that can be considered are: allowances promotions, display material promotions, and trade premiums and incentives

➢ Allowance promotions provide the trade with a monetary allowance of some kind in return for buying or promoting a specific quantity of a brand, or for meeting specific purchase or performance requirements.

➢ Display material promotions are when the manufacturer actually provides special display material to be used in featuring the brand, often in conjunction with a trade allowance.

➢ Trade incentives are special gifts or opportunities to earn or win valuable trips or prizes in return for purchasing specified quantities of the brand or meeting specific sales quotas.

ALLOWANCE PROMOTION

The type of allowance offered to the trade can take many forms: everything from reduced prices across the board, to reduce prices according to purchase volume, to free goods.

On-Consignment Sales

This tool is normally used by companies that are new entrants and are not known in the market place. Such companies encourage the trade to stock their product on an "on consignment" basis and pay only when the products move off the shelves. This is a rather risky process and companies would do this only on a selective product and only with such traders who have excellent credential in the market place.

Dealer Contests

This is normally linked to the amount of merchandise the dealer purchases. Participating dealer are ranked across the region by the volume of sales in a particular time frame and get substantial gifts which may include car, refrigerator, TV sets or even a trip abroad for them and their family.

Dealer Gifts

Some companies regularly give gifts to their dealers to maintain good relations with them. These could be wall clocks, calendars, diaries even some items for personal use at home.

Shop Board Painting

Some companies such as the Samsung provide attractive signage for shops which could either be printed or made of acrylic material.

Dealer Discount

Many companies run trade scheme, which can be in the form of discount on bulk purchases or free goods such as "buy ten get one free."

Trade fair participation: Sometimes companies fund partly or fully the participation of their exclusive dealers to trade meets such as the Inside Outside Fair, in India International Trade Fair, etc. They also provide promotional materials for display.

Dealer Meets

Some companies organize regular dealers meet at exotic locations within or outside the country. The expense for such dealers meet is normally paid for by the companies. These dealer meets recognize star performers through awards and also set target for the coming year.

DISPLAY MATERIAL PROMOTION

Display material can be in the form of either a display allowance or actual merchandising material. Perhaps the primary use of display promotions is to help reinforce consumer promotions, although they also play an important role in the introduction of new products and line extensions. Given that many purchase decisions are made at the point of purchase, especially with FMCG brands, display promotion can be an important part of an integrated marketing communication programme. Good display material leads to better attention, especially important for brands driven by recognition awareness. Here you can appreciate the need of for a fully integrated programme.

The display material must be consistent with consumer promotion and advertising, with the same 'look and feel', in order to heighten recognition at the point of purchase. Good in-store merchandising material can also be a good way to effect cross merchandising, where two different brands are being promoted together. The use of display promotion has the advantage of generally being implemented quickly when needed, and the ability to support consumer promotion and advertising at the point of purchase. The disadvantage, as with all trade promotions, but especially here, it is the need for trade cooperation. Unlike trade allowances or trade premium and incentives. If it does not receive wide spread trade support, it will not be effective.

TRADE INCENTIVES

Various Marketing Objectives and Suitable Consumer Promotions

Promotions	Induce product trial	Retain/load consumers	Build brand equity
Immediate value	➤ product sampling ➤ Coupons ➤ In-store rebates	➤ Price-off deals ➤ Bonus packs ➤ In-pack, on-pack premiums ➤ Loyalty programmes	➤ Events ➤ In-pack or on-pack premiums
Delayed value	➤ Mail or media distributed coupons ➤ Mail-in rebates ➤ Free in-mail premiums ➤ Internet delivered coupons	➤ In-pack or on-pack coupons ➤ Mail –in rebates ➤ Loyalty programmes	➤ Self liquidating premiums ➤ Free in-mail ➤ Contests and sweepstakes

ADVANTAGES AND DRAWBACK OF SALES PROMOTION

Sales promotion has a significant effect on the behavior of consumers and resellers. Such promotion can bring in more profits for the manufacturer because they permit price discrimination.

1. Price discrimination: Producers can introduce price discrimination through sales promotion. They can charge different prices to different consumer and trade segments varying in their price sensitivity. Coupons, special sales events, clearance sales and discount are examples of it.

2. Effect on consumer behavior: As sales promotions are mostly announced for a short period, customers may feel a sense of urgency and stop comparing the alternatives. They are persuaded to act now rather than later. For many customers, who feel time-pressured, buying on deal is a

simple decision rule and many consumers may also consider buying on deal as smart move. In our over communicated society and because of selective attention, it is not uncommon to ignore many advertisements.

Sales promotional deals, such as discounts, rebates, coupons, or premiums etc. also increase the attention –getting power of advertisement using promotions, marketers can reach the deal prone customers and encourage brand switching. Consumers, who buy on promotional deals, consider themselves as intelligent and smart shoppers.

3. Effect on Trade Behaviour: Short-term promotions present an opportunity and encourage dealers to forward-buy. This forward buying ensures that retailers won't go out of stocks. As dealers have more than normal stocks, they think it advisable to advertise in local media, arrange display and offer attractive promotional deals to consumers. These actions help in increasing the store traffic. The aim is to speed-up the consumer purchasing from their outlet.

DRAWBACKS

There are certain limitations of sales promotion and they may also produce negative effects. While sales promotion is a powerful and effective method to produce immediate, short-term positive results, it is not cure for a bad product, or bad advertising. In fact, a promotion may speed-up the killing of a bad product. A consumer may be motivated to try a new product because of the incentive, but after this the product itself must take over.

1. Decrease in brand loyalty: The major objective of many sales promotions is to encourage brand switching. This is especially true in case of low-involvement category products, or where

there is little or no significance differentiation among brands and the unit value is low. Sales promotion announced by marketers thus counter the brand-image building efforts of competitor's brands, for which they develop expensive advertising campaigns. There is agreement among most managers that sales promotion expenditure have decreasing effect on brand-image and this lead to decreasing brand loyalty

2. Increased price sensitivity: Frequently promoted brands in a product category, especially on the basis of price, make consumers and traders more price sensitive, not only for the promoted brand but for the brands as well in the same product category.

Consumers wait for the promotional deals to be announced and then purchase the product. This is true even for the brands where brand loyalty exists.

3. Quality image may become tarnished: If the promotions in a product category have been rare, or the product happens to be of high-involvement category, the promotions could have a negative effect about its quality image. Consumers may start suspecting that perhaps the product has not being selling well, the quality of the product is low compared to the price, or the product is likely to be discontinued because it has become out dated.

4. Merchandising support from dealers is doubtful: One of the trade promotion tools is to offer promotional allowances to trade people to motivate them to provide merchandising support and to pass on some benefit to consumers. This is generally the condition attached with such promotional allowances.

5. Short-term orientation: Sales promotions are generally for a short duration. This gives a boost to sales for a short period. This short-term orientation may sometimes have negative effect on

long-term future of the organization. Heavy use of sales promotion, in certain product categories, may be responsible for causing brand quality-image dilution

PROMOTIONAL STRATEGY

Promotional Mix : Companies face the task of distributing the total promotion budget over the four promotion tools of advertising, sales promotion, publicity and sales force. Within the same industry, companies can differ considerably in how they allocate their promotional budget.

Companies are always searching for ways to gain efficiency by substituting one promotional tool for another as its economics become more favourable. Many companies have replaced some field sales activity with ads, direct mail and telemarketing. Other companies have increased their sales promotion expenditures in relation to advertising, to gain quicker sales.

The trial and error method, past performance and corporate policies may influence the appropriate promotional mix. Many firms have increased their sales with the application of appropriate combinations of the promotion media; sales promotion and personal selling are supported with publicity. The promotion mix is a variable in the marketing strategy. It should be clearly decided how fare a particular element should be used in combination with other promotional methods.

STRATEGIC APPROACH

The kind of promotional mix employed determines the promotional strategy. Generally speaking a particular combination, type or amount of sales promotion, personal selling, publicity and advertising are brought in to the promotional mix, which becomes the promotional strategy in the

course of implementation. The marketing strategy as much guides the determination of the promotional strategy, which may be divided into sale promotion strategy, personal selling strategy, publicity strategy and advertising strategy. The strategies, sustaining promotional strategy, developmental promotional strategy or promotional appropriation.

(i) Push and Pull Strategies

The push and pull promotional strategies may be used to enhance sales. The push strategy concentrates on middlemen or retailers who push the sale of the product to the final consumers. This strategy covers cooperative advertising, attractive terms of sale, coupons and discount facilities.

The pull strategy is directed toward the final buyers. It persuades the buyers to go to the sellers to buy. Sales promotion, particularly customer promotion, is an important form of the pull strategy. Customer promotion, may call for the offer of samples, money-refund offers, prices-off, premiums and so on.

The push strategy asks the sellers or retailers to attract the layers. Trade promotion is thus the main form of the push strategy. Trade promotions refer to buying allowances, free goods, co-operative advertising, push money, sales contests and so on. The marketing manager has to adopt both these strategies to promote sales.

FEATURES OF PULL STRATEGY

Pull strategies depend upon mass communication. Products are literally pulled by buyers through the channels on the basis of mass promotional efforts. In a pull strategy, the product is pulled through the channel by creating end- user demand. Customers force retail shops to stock those mass- promoted products. In turn, retailers demand the highly advertised product from wholesalers. The firms having well- known brands can exercise control over channels through pull promotion strategies. Personal salesmanship plays a secondary role in pull promotion. Marketer rely on intensive distribution. Dealer margins are also lower in pull promotion.

FEATURES OF PUSH STRATEGY

Industrial marketing strategies are mostly the push type strategies relying primarily on personal selling. Also in the sale of medical products and in life insurance, marketers have to employ a lot of salesmen to call on physicians and prospects for life insurance.

In push type promotion, personal selling expenses are considerable and dealer margin is also higher. In this, after – sale service is also important and marketers rely on selective distribution. Push strategy can be successfully used when:

1. We have a high quality product with unique selling points.

2. Where we have a high priced product.

3. We can offer adequate incentives (financial) to middlemen and their salesmen.

PUSH – PULL STRATEGY

Most consumer goods manufacturers generally employ a push- pull (combination) strategy to sell their products. The ratio of pull to push may differ according to the requirements of market situation. Salesmen are used to push the goods through the marketing channel, while advertising and sales promotion will support personal selling to accelerate sales. Thus, all tools of promotion work together.

SUSTAINING PROMOTIONAL STRATEGY

The main aim of this strategy is to stabilize the market share. Sales promotion becomes necessary to sustain a market share. At a laggard stage, the markets may shrink. Unless appropriate steps are taken, the marketer may find that the market may be slipping away for, to his product. But this strategy can be adopted only after employing the penetrating strategy. That is, the market share should not decline after a higher level of sale has been attained. The sustaining promotional strategy stabilizes the market share. Sales force promotion by way of bonus and other incentives many contain the market from slipping away. Steps are taken to prevent the sales force from going across to the competitors. Brand loyalty of customers is fostered and reinforced.

DEVELOPMENTAL PROMOTIONAL STRATEGY

The introduction of new products may require expansion of the market. Innovators need to have a developmental strategy. New products or brands are popularized by offering trade discounts, cash rebates, premiums, money refunds, and so on. The new consumers are given effective after-

sales service. Consumer franchise building is done with development strategy. The promotional mix for a brand not yet popular may require emphasis on both personal selling and sales promotion.

PROMOTIONAL APPROPRIATION

Promotional objectives determine promotional appropriation. The forms of promotion, the costs of each component of promotion, the activities to be performed and appropriation on personal selling, sales promotion, advertising and publicity are determined under this strategic. approach. The marketing manager has to arrive at the optimum promotional mix of the given objectives. And this requires proper planning and programme evaluation. Product attributes, brand differentiation, purchase frequency, the nature of the market, the size of market and its location, the nature of prospective buyers, their purchase frequency, distribution and price strategies are evaluated before the formulation of an appropriate sales promotion strategy.

"Pull" promotions offered to consumers "Push" promotions offered to trade

"Pull" promotions offered to consumers "Push" promotions offered to trade

"Pull" promotions (Manufacturer to consumer)	"Push" promotions	
	offered to trade	offered to consumers
Sampling	Discounts	Price-cuts
Coupons	Display allowance	Free goods
Price-packs	Advertising allowance	Premiums
Rebates	Free goods	Displays
Continuity programmes	Contests	Feature advertising
Contests	Trade coupons	Quantity discount
Sweepstakes	Quality discounts	Clearance sale.
Tie-in promotions		
Financing incentives		
Special events		
Premiums		
Bonus packs		
Exchanging offers		

EVALUATION OF SALES PROMOTIONAL STRATEGY

Sales promotional strategies should be evaluated twice. First at the stages of implementation and secondly after the final performance because implementation control" will suggest improvements during the application of the promotional strategy, while „performance control" will be a guide for the future. Implementation control covers initial planning, objectives, promotional packages, and printing of special premiums and packaging materials, distribution to retailers, etc. Even though it has proved successful whenever tried, very few firms adopt this strategy. Many manufacturers believe only in performance control.

Performance is evaluated in the light of planned objectives. Consumer surveys and consumer experiments are used to evaluation techniques show how far the sales promotion techniques have been effective in increasing sales through motivating consumers and sellers, and point the way to improvement in sales promotion.

SALES PROMOTION AND PRODUCT LIFE CYCLE

The promotional tools vary in their cost effectiveness at different stages of the product life cycle. In the introduction stage, advertising and publicity have high cost effeteness, followed by sales promotional to induce trial and personal selling to gain distribution coverage.

In the growth stage, all the tools can be toned down because demand has its own momentum through word-of-mouth. In the maternity stage, sales promotion, advertising and personal selling all become more important in that order. In the decline stage, sales promotion continues strong, advertising and publicity are reduced and sales people give the product only minimal attention.

CROSS PROMOTION

Under this sales promotion strategy, the manufacturer may use all the potential tools such as advertisement, personal selling and sales promotion to hit the market simultaneously so that the buyer will be induced to buy a product. For example when Deccan Chronicle, a daily newspaper, was introduced in Chennai, the management had used all promotional activities, such as display,

holding, price off and media to influence the reader to buy the paper. This promotional strategy in called cross promotion.

Surrogate Selling

Under this strategy, when the manufacturer is unable to sell his product in the market he may handover the product to a well known organization to sell on behalf of the manufacturer. This strategy is called surrogate selling.

For example, shampoo products are manufactured at Pondicherry by a number of small and medium manufactures. But they find it difficult in selling the product in the market.

What they have done was, handing over the finished product to Hindustan Lever, Proctor and Gamble who have sufficient logistics in selling the product, there by relieving the burden of converting the product into cash. They have in fact act as a surrogate in selling their merchandise in the market.

Bait and Switch Advertising

Bait means something that is meant to tempt someone. Under this strategy, the marketing manager use AIDA formula to tempt someone to look the advertisement and influence him to buy a product. For example, Bharat Sanchar Nigam Limited has used paise prominently in its advertisement to bring the attention of its users in mind which will influence them to go for using the BSNL service. This way of tempting the viewer to opt for BSNL is called Bait advertising.

SALESMANSHIP

The term salesmanship has been defined in various ways. Some of the definitions of salesmanship are :

a. Salesmanship is the art of persuading persons to buy goods or services, which will give them lasting satisfaction.

b. Salesmanship is the art of helping prospects and customers achieve their goals in life.

c. Selling is a buying process wherein the salesman ascertains the customers' needs and indicates convincingly how the needs can be satisfied through the purchase of goods and services.

d. Salesmanship is the art of solving the customers' problems through the benefits offered by the products or services being sold by the salesman.

The work of a salesman can best be described in one single word as service

i.e. helping the customer to get most from the he pays to acquire a product or service. A skilled salesman is the one who devotes time to solve-the customers' problems because more often the customer is looking for a solution to his problem when he buys a product. He might not be even aware of his needs. It is here that a good salesman helps a customer in purchasing what will solve his problem. The salesman persuades feelings to action or evidence that convinces reason and judgment.

OBJECTIVES

The most important functions of sales management are :

a. Sales volume

b. Contribution to profit

c. Continuing growth

The prime responsibility of the sales department is to build up higher volume of sales. This higher volume of sales leads to greater production in the factory and the company achieves the

economies of scale. This helps in reducing the costs and making the products of the company more competitive in the market. This leads to the automatic achievement of the other two objectives that is increase profits and continued growth of the company.

The top management, delegates the responsibility of achieving the sales objectives to the marketing department that ultimately directs the sales department to carry out activities in order to achieve them. The sales managers thus play a key role in the company because the entire growth of the company depends on their ability to achieve the stated objectives. The sales managers also carry out the important task of the appraisal of market opportunities and convey the same to the company. This helps in designing the products which customers would like to posses. This helps the company in achieving greater customer satisfaction and hence greater growth in sales. The forecasts made by the sales department serve as the basic outline for carrying out the entire planning of the company.

SALESMANSHIP: AN ART OR SCIENCE

Often, the suffix "ship" is added to denoting persons and signifies skill or art, e.g., craftsmanship, horsemanship etc. These persons have the fundamental knowledge of the skill or the craft and salesmanship is no exception to this. He invariable has a thorough knowledge of his profession and uses innovative ways and means to achieve his objectives. The art of approaching a customer, opening, negotiating and closing a deal has no standard format. The salesman masters this skill through his knowledge, experience and ingenuity. The skillful use of communication that is both verbal and non-verbal contributes a lot to the success of a salesman. He is an artist who paints a mental picture with a verba1 brush.

APPROACHES TO BUILD CUSTOMER CONTACT

The sales representatives can approach a customer in various ways as described below:

1. Sales representative to buyer: In this method, the sales representative approaches the customer individually. The customer is usually contacted in person for the first time and subsequently the communication over phone/fax or email may be used. In this case, there is one to one contact of the sales representative and the customer. Such an approach is used in departmental stores and the companies engaged in direct marketing. It is the most preferred approach in case of industrial or institutional selling wherein one to one contact is essential I order to negotiate a dea1.

2. Sales representative to buyer group: In this method, the sales representative makes a presentation to a group of buyers. This method is particularly used in rural marketing wherein the sales force goes to a village and demonstrates the products to a group of persons collectively. This method is more cost effective, especially when the cost of approaching an individual customer is high. The limitation of this method is that it might be difficult in collecting the prospecting customers at one place.

3. Sales team to buyer group: In this method, the team of sales persons makes the presentation to the customers or their group. The sales team usually consists of people from marketing department as well as technical people. This method-is particularly used by advertising agencies that visit the clients in a group and make presentations to give their ideas, about their

advertisement campaign. This method is particularly useful when the product is technical in nature that needs the help of more than one person in convincing the customers.

PERSONAL SELLING

In the competitive market place, it is important that the product is communicated across to the customers. Traditionally, advertising is the tool for communication. However, as the competition has increased, the process of communication has also become more and more complex. The marketers of today cannot rely in only advertising in fact, the marketing communication mix comprise of 5 modes of communication as explained herein:

1. Advertising: Any paid from of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

2. Sales promotion: A variety of short-term incentives to encourage trial or purchase of a product or service.

3. Public relations and publicity: A variety of programmes designed to promote or protect a company's image or its individual products.

4. Personal selling: Face to face interaction with one or more prospective purchasers for the purpose of making presentations, and answering questions, and procuring orders.

5. Direct marketing: Use of mail, telephone, fax, e-mail or internet to communicate directly with or solicit & direct response from specific customers and prospects.

The present chapter deals with person-al selling as one of the modes for selling. The topic falls within the scope of both marketing communication and sales management. Personal selling is the most effective tools, especially at the later stages of buying process. It is very useful in building buyer preference, convictions and action. Personal selling has three distinctive qualities:–

QUALITIES - PERSONAL SELLING

(i) Personal confrontations: Personal selling involves an immediate and interactive relationship between two or more persons each party is able to observe the other's reactions at close hand.

(ii) Cultivation: Personal selling permits all kinds of relationships to spring up, ranging from a matter of fact selling relationships to a deep personal friendship. Sales representatives usually have customer's best interests at heart.

(iii) Response: Personal selling makes the buyer feel under some obligation for having listened to the sales talk.

PRINCIPLES OF PERSONAL SELLING:

Personal selling is more of an art. Often effective sales persons have an instinct. Yet, it is realized that proper training can enhance the skills of good salesmen. In present times, personal selling is becoming more and more customer oriented because no more do are have a buyer's market. Three major aspects of personal selling are :

i) Professionalism

ii) Negotiations

iii) Relationship marketing

(i) Professionalism: The belief that good sales are born is giving way to professional approach to the sales activity. The sales managers realize the importance of training of the sales force and spend huge sums of money each year for the same. We find the market flooded with training aids comprising of books, video and audiocassettes, CD's and many more. The aim at sharpening the skills of a salesman to make him more and more effective.

All sales training approaches try to convert a sales person from a passive order taker into an order setter. An order taker is passive and is dominated by the situation. An order getter moulds the situation in his favour and takes charge in order to achieve his objectives. The modern professional approach to salesmanship is customer oriented. The act of selling is projected as aimed at solving the problems of the customers. Such an approach is satisfying the customers more thereby making sales activity more and more effective. The sales personal are trained to understand the situation and they formulate their reaction because no single approach works in all situations.

(ii) Negotiation: Negotiation skills are one of the most important skills of a salesman. The two parties need to reach agreement on price and other terms of sales. A good salesman wins the order without making deep .concessions that will hurt his profitability. Also, he must not unduly extract the customer because such as approach will be detrimental in long run. This process of exchange by way of negotiation is more of an art. Learnt by salesman over time.

The professional approach to negotiation identifies the zone of agreement between the seller's surplus and buyer's surplus. Such an understanding helps in reaching at the agreement point where both the parties feel satisfied.

Negotiation involves communication that is focussed and planned. A good salesman understands his customer well and then formulates a negotiation strategy.

(iii) Relationship marketing:

As the salesman becomes close to the customers, the transactional nature of the selling approach gives way to the relationship approach. The transactional approach is deal to deal approach centered on short-term gains. The relationship approach is long term and establishes a relationship between the buyer and the seller. Both understand each other and support each other.

MAJOR STEPS IN EFFECTIVE SELLING:

While it is established that no single approach to selling works, in all situations, still a generalization can be drawn and the major steps in effective selling can be identified as under :

1. Prospecting and qualifying Pre approach

2. Pre approach

3. Approach

4. Presentation & Demonstration

5. Overcoming objections

6. Closing

7. Follow up and maintenance

STEPS IN EFFECTIVE SELLING

1. Prospecting and qualifying

The first step is selling is to identify and qualify prospects. Traditionally, the task of identifying the prospect rests with the salesman. Nowadays, with the advances in information technology and software like CRM, companies can establish direct relationships with the customers. Thus, the task of identifying prospect .is shared and it makes the job of salespersons more focused. The prospective customers are contacted and then sorted according to the level of interest and financial capability. The salesman can personally visit those customers where the chances of success are more. Four main steps in prospecting are :

i) Formulating prospect definitions:

This means defining the prospects according their financial capacity and the interest to purchase. This helps in segmenting the prospects into the categories where chances of selling are more. This makes the selling activity more targeted.

ii) Searching potential accounts:

After segmentation, the prospects are analyzed with respect to probability of selling. This may involve an exploratory visit to the prospects or contacting them over phone, man or Internet. This further narrows the focus area of the sales reps

iii) Qualifying prospects and determining probable requirements :

After having identified must probable prospects, their requirements are studied so that salesman can actually design a negotiation strategy that fulfils the prospect's needs. This increases the probability of the success of a sales call.

iv) Relating company products to each prospect's requirements:

The final step is to integrate both the customers and sales rep so that higher success is achieved with fewer efforts.

2. Pre approach:

Pre approach is the activity of sales persons to learn as much as possible about the prospect. This helps in identifying the factors that play an important role in buying decisions making process. Once a sales person is familiar with the factors that are important from the point of view of a customer, he can design his approach strategy accordingly. The chances of success increase with the details of information. Sales persons go to the extent of knowing the time, place, cultural habits and language of their customers. This helps them to step into the customer's shoe. This activity helps in saving resources and increases the chances of success.

3. Approach: The manner in which a sales person approaches the prospect has a lot of effect on the chances of success of a sales call. As it is said, first impression is the last impression, the sales person should know how too great the buyer to get the relationship off to a good start.

The dressing, manner and etiquette, language, politeness and persuasiveness have a lot of effect on the success of a sales call. The right approach comes from the degree of proximity with the customer. Proximity in terms of knowing the customers is very important and nowadays more and more companies are doing the same.

4. Presentation & demonstration:

After approaching a customer, the sales person narrates the story of his product. The underlying scheme of presentation is often based on AIDA model i.e. gaining attention, generating interest,

accessing desire and obtaining action. Different styles of sales presentation are used, as described herein.

i) Canned approach:

This the oldest approach wherein sales, person memorizes, the sales talk covering the main points. It is based on stimulus-response thinking i.e. the buyer is passive and can be moved to purchase by the use of the right stimulus wards, pictures, terms and actions.

ii) Formulated approach:

It is also based as stimulus-response thinking but first identifies the buyer's needs and buying style and then uses a formulated approach to this type of buyer.

iii) Need Satisfaction approach: It starts with a search for the customer's real needs by encouraging the customer to do must of the talking. The sales person takes on the role of a knowledgeable business consultant hoping to help the customer save money or make money.

The sales presentations can be improved with demonstration aids such as booklets, flip charts, slider, movies, audio and video cassettes, product samples and computer based simulations.

5. Overcoming objections:

There arise objections to all the presentations because of psychological resistance. It is very important to resolve them. In fact, objections are the starting point of communication that might transform to negotiation and finally action. So, they must be encouraged as they can have a positive effect on the sales call if they are resolved.

6. Closing:

The manner of closing a sales call is as important as approach. Closing leaves behind an impression, which has a long term, carryover effect. Unconfident sales persons fail to ask for order rendering the entire sales call fruitless.

So, the process of winding up of a sales call must incorporate persuasive phrases and actions that not only effect purchase but also help in carrying a long term effect in the mind of the customer.

7. Follow up and maintenance:

.In order to ensure repeat business, follow up and maintenance are very important. After closing a sales call, the sales person should not break contact with the customer. Sustained contact helps in getting business next time. It also helps enhancing customer satisfaction and reducing cognitive dissonance. It also provides the feed back to the company for improving the quality of products and service in future.

SALES ACTIVITIES & TASKS

In the present items, several developments have taken place that affect the operation of business activity and sales management is no exception. At the onset of industrialization, sellers used to dominate the market. Hence the prime function of sales force was order collection and timely delivery. With the onset of competition, sales personal could not get the orders with ease and had to supplement him, activities by focusing around the customers' needs. There arose a need for a greater coverage of the markets and each customer required personal attention. So, personal selling activities dominated the scene whereby sales person's prime job was to push the sales by

luring the customers. The luring act could involve personal meetings, long business talks and use of sales promotion measures. The needs of the customers were not the prime concern and it was important to sell the product to the customers.

The current trends of globalization and technological advances, particularly. The advances in information technology have changed the way he business done. The distinction between marketing and selling as slowly being reduced, in fact the two activities are merging into one. A salesman starts from the customer by identifying customer's needs and then designs the product mix suiting the specific needs of a customer. Hence, the scope of sales management involves marketing tasks as well. For the purpose of simplicity, the function of sales management can be divided into administrative, operating and staff functions.

ADVERTISING AND SALES PROMOTION -15BAU503

UNIT –V

POSSIBLE QUESTIONS

PART – B

1. Describe the various methods in sales promotion?

2. Discuss the roles and responsibilities of a salesman in personal selling?

3. Describe the marketing promotion communication tools in detail?

4. Elucidate the various process in personal selling?

5. Explain the need and importance of personal selling?

6. Describe the methods of sales promotion?

7. Explain the characteristics of good sales persons in personal selling?

8. Explain the objectives and functions of sales promotion?

9. Explain the impact of sales promotion tools in sales?

10. Elucidate the features and merits of personal selling?

*CIA- 3 X 10 = 30 (EITHER OR TYPE)

MODEL - 5 X 8 = 40 (EITHER OR TYPE)

**ESE - 5 X8 = 40 (EITHER OR TYPE)

KARPAGAM ACADEMY OF HIGHER EDUCATION
DEPARTMENT OF MANAGEMENT
FIFTH SEMESTER - III BBA (BATCH: 2015-2018)
ADVERTISING AND SALES PROMOTION -15BAU503
UNIT - V
PART - A (EACH QUESTION CARRY ONE MARK) (ONLINE EXAMINATION) MULTIPLE CHOICE QUESTIONS

S.No.	Questions	Opt 1	Opt 2	Opt 3	Opt 4	Answer
1	……… perform an informative & educative task that makes extremely important in the functioning of the modern Indian society.	Advertising	Production	Financing	Controlling	Advertising
2	_____ defined as the estimated volume of sales of the company.	Sales territories	Sales quotas	ales foreca	Records	Sales territories
3	The sales quota is fixed on the basis of ……….	Sales copy	Sales forecast	vertising c	Advertising message	Sales forecast
4	A good sales planning is based on ……………	Sales territories	Sales fore cast	ales foreca	Records	Sales fore cast
5	Reports are the basis on which the ……….of sal	Sales territories	Sales quoats	ales foreca	Record	Record
6	……………is a return part of purchase price of a product.	Rebate	Coupns	Samples	Premiums	Rebate
7	……………is a free product given to customers to encourage trials.	Rebate	Coupns	Samples	Premiums	Samples
8	…………is an industry wide exhibits at which many sellers display their products.	Trade Shows	POP	ing Allowa	Samples	Trade Shows
9	……..is a temporary price reduction to resellers for purchasing specified quantities of a product.	Trade Shows	POP	ing Allowa	Samples	Buying Allowance
10	A… strategy involves convincing trade intermediary channels members to push the product to the ultimate consumers.	Push	Pull	Mixed	Price	Push
11	A……. strategy attempts to get consumers to "pull" the product from the manufacturer through the marketing channels.	Push	Pull	Mixed	Rate	Pull

12	……… the order getter is responsible for what is sometimes called creative selling.	Order Takers	Order Getters	prot Perso	Takers	Order Takers
13	An …… hands repeat bsales in ways that maintain positive relationships with customers.	Order Takers	Order Getters	prot Perso	Personnel	Order Getters
14	… refers to identify and developing a list of potential clients	Parospecting	Pre-approach	Approach	Closing sales	Parospecting
15	during …… phase of sales professional try to under stand the prospects current needs, and set call objectives.	Parospecting	Pre-approach	Approach	Closing sales	Pre-approach
16	……….. is a actual contact the sales professional has with the prospects	Parospecting	Pre-approach	Approach	Closing sales	Approach
17	………..a sales happens ,when product or services are delivered to the customer's satisfaction	Parospecting	Pre-approach	Approach	Closing sales	Closing sales
18	" selling is informing and persuading a market about a product or services" by	Still	William.J.Stanton	Govoni	Cundiff	William.J.Stanton
19	Good salespersons are problems solvers" by……	P.Batra	William.J.Stanton	Govoni	Cundiff	P.Batra
20	…………. Writes "Nothing is important to the salesman than knowing his product"	P.Batra	William.J.Stanton	Govoni	rnest and Dava	Ernest and Davas
21	…………. Writes " A sales organization is a power station , renting out energy to the advertising and other selling units"	C,L.Bolling	P.Batra	liam.J.Stan	Govoni	C,L.Bolling
22	………… provide recruitment with a device for thew conservation of time and energy.	Job analysis	Job description	specificat	ob recruitmen	Job analysis
23	According to……….. "Recruitment is the search for the best available candidates for a sales position".	Edwin.B.Flippo	Victor.P.Buell	J.C.Gand	P.Batra	Victor.P.Buell
24	………….. is a process of searching out suitable salesman.	Recruitment	Selection	Controlling	Planning	Recruitment

25	………… Writes " A Proper selection reduces the turnover of the salesman"	Nystorm	P.batra	liam.J.Star	Govoni	Nystorm
26	………… is for the purpose eliminating obviously unqualified applicants and saving time of interview and applicants.	Pre-interview	Interview	election te	Medical Test	Pre-interview
27	………… is for the purpose eliminating obviously unqualified applicants and saving time of interview and applicants.	Pre-interview	Interview	election te	Medical Test	Pre-interview
28	…………is imparted to develops the selling skill of the sales persons .	Sales training	Controlling	es developi	None	Sales training
29	……….. methods is also known as training with in the industry.	On The Job Traini	Job rotation	onal discus	Correspondenc	On The Job Training
30	…………… type of training develops the practical knowledge of the trainees on different aspects of sales.	On The Job Traini	Job rotation	onal discus	Correspondenc	Job rotation
31	……………….. method personal contacts are not possible between trainer and trainees.	On The Job Traini	Job rotation	onal discus	Correspondenc	Correspondence
32	" poor motivated people can be defined as willingness to expand energy to achieve.	Allen	L.K.Johnson	Berelson	Still	Allen
33	According to ………… "Motivation can be defined as willingness to expand energy to achieve a goal or reward.	Dale.S.Beach	L.K.Johnson	Berelson	Still	Dale.S.Beach
34	………… is a psychological concept.	Training	Motivation	Selection	Compensation	Motivation
35	By Providing higher salary,commission and other monetary incentives,the salesmen are motivated.this is called…………..	inancial motivatio	-financial motiv	and Non financial motivatio	Dry motivation	nancial motivation
36	…………..are aids to effective motivation.	Sales compensation plans	Sales quota	Sales budge	Sales Territory	Sales compensation plans

37	…………………… plan pays salesmen some fixed or sliding rate related to their sales or profits volume.	traight commissio	Straight salary	commission and Straight salary	Not a straight commission	traight commission
38	" Salesmen are often lost because they detour from the highway to an organized selling process" by………	dwin Chareles Gri	Dale.S.Beach	L.K.Johnso	Berelson	dwin Chareles Grief
39	The process of looking up and checking "leads" in called…………..	Prospecting	Pre-approach	Approch	bjections hanli	Prospecting
40	Prospecting means "if you adding new clients ,you start bleeding to death"	David ogily	Robert.c	Beach	Russle	David ogily
41	…………….. is the estimation of the future sales of an enterprise.	Sales planning	Sales budget	es forecast	Sales quota	Sales forecasting
42	…………… are device for directing and controlling sales operations.	Quotas	Planning	les territor	Total sales	Quotas
43	…….. are determined on the basis of sales forecasting,sales potential,estimated of costs and other market studies.	Sales planning	Sales budget	es forecast	Sales quota	Sales quota
44	" Sales quota is a quantitative goal assignment to a specific marketing unit,such as to a salesmen or territory"by	Cundiff & still	mynard & Davis	rick.R.Rus	Robert.c	Cundiff & still
45	" Sales territory is the basic unit of sales planning and sales control"writes by	Cundiff & still	Mynard & Davis	rick.R.Rus	Robert.c	Mynard & Davis
46	……….. is a geographical area containing a number of present and potential customers.	Sales Planning	Sales Budget	es Forecas	Sales Territory	Sales Territory
47	"A sales is made not in the mind of the salesman not over the counter or desk,but in the mind of the buyer" refered by	Cundiff & still	Mynard & Davis	rick.R.Rus	Robert.c	Fedrick.R.Russes
48	The control of sales operation is known as………….	Sales Planning	Sales Budget	es Forecas	Sales Control	Sales Control
49	Advertising is an important tool of………………. Mix	Promotion Mix	Marketing Mix	Product Mi	Place Mix	Marketing Mix

#	Question	A	B	C	D	Answer
50	Personal selling is an important tools of………….. mix	Promotion Mix	Marketing Mix	Product Mix	Place Mix	Promotion Mix
51	……………….. depends on the important of earn class of buyers and the relative bary arising power of each class of buyer.	Trade Discounts	Quantity discount	quality discount	Cash discounts	Trade Discounts
52	…………..are price reduction granted for purchase Of larger quantities.	Trade Discounts	Quantity discount	quality discount	Cash discounts	Quantity discounts
53	………competition exists when there is a large number of sellers of a generc kind of products.	Monopolistic	b.Oligopolistic	Indirect	Direct	Monopolistic
54	…………. Means no sales at a price lower than covering total costs	Full cost pricing	promotional pricing	distribution pr	Pricing	Full cost pricing
55	…………is an important tools of promotional m	Personal selling	Advertising	es promot	Public relation	Personal selling
56	…………. is an important tool of marketing Mix	Personal selling	Advertising	es promot	Public relation	Advertising
57	The control of ………..is known as Sales Control	Sales operation	production operation	ace operat	rsonal operatio	Sales operation
58	……… perform an informative & educative task that makes extremely important in the functioning of the modern Indian society.	Advertising	Production	Financing	Controlling	Advertising
59	Telling showing and-------------- are the three basic methods of group training	Exceution	Termination	Exercise	Conferring	Conferring
60	The control of ………..is known as Sales Control	Sales operation	Production operation	ace operat	rsonal operatio	Sales operation

KARPAGAM ACADEMY OF HIGHER EDUCATION
KARPAGAM UNIVERSITY
DEPARTMENT OF MANAGEMENT
III BBA – ADVERTISING AND SALES PROMOTION (15BAU503)

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1	15BAU001	ABDUL KABIER A. F	Media of Advertising – Broad cast
2	15BAU003	AJETHKUMAR. M	Exhibition and Trade fare Advertising
3	15BAU005	ANAND . V	Print Media Advertising
4	15BAU006	ANIL RAJ V.M	An analysis on Sunfeast product Advertising
5	15BAU007	AROKIARAJ. J	Advertising agencies
6	15BAU009	BENIN . G	Advertising budget
7	15BAU010	DINESHKUMAR . S	An evaluation Dettol Products
8	15BAU012	GOKUL . S	Role of advertising organization
9	15BAU013	GOPINATH . A	Advertising copy
10	15BAU016	KARTHICK . G	Role of Slogan, Identification Marks
11	15BAU017	KARTHIKEYAN . R	Social effect of advertisement
12	15BAU018	KEERTHANA . L	An analysis on Dauber Products
13	15BAU019	LOGESH . G	Advertising Appeal
14	15BAU022	MUHAMMED SHAFIK K.Y	Advertising Layout
15	15BAU023	MUTHU KUMAR . R	Typography Printing Process
16	15BAU025	NANDHAKISHORE K.J	Repeat Advertising
17	15BAU026	NANTHINI . K	Advertising Campaign
18	15BAU027	NARMATHA . M	Himalaya Product – An analysis
19	15BAU028	NAVEEN . G	Functions of advertising campaign
20	15BAU029	NESHA . R	Sales Territories
21	15BAU030	NIDHIN SATHYAN	Selection Process
22	15BAU031	NIVETHA . R	Recruitment Process
23	15BAU032	PANDIYARAJ. R	Motivation of Sales Person
24	15BAU033	PAVITHRA . R	Sales Quota
25	15BAU035	RABIS GOKUL . S	Sales Promotion
26	15BAU036	RAGUL PRASATH .S	Personal Selling
27	15BAU037	RAJA PRABHU . V	Pathanjali Product – An Analysis

28	15BAU038	SAI VENKATESH . R	Techniques of Sales Promotion
29	15BAU039	SALMAN FARIZ . J	Types of Salesmen
30	15BAU040	SASIKUMAR. M	Creation of an Advertisement
31	15BAU041	SELVAKUMAR . S	Boost Product – An analysis
32	15BAU045	SRINIVASAN . R	Impact of Advertisement
33	15BAU046	SUDHEER . T	Role of Marketing Department
34	15BAU047	SURYA PRAKASH . S	Methods of Training
35	15BAU048	SURYA. R	Compensation and Incentives
36	15BAU049	VARATHARAJ . K	Direct Mail Advertising

KARPAGAM ACADEMY OF HIGHER EDUCATION
KARPAGAM UNIVERSITY
DEPARTMENT OF MANAGEMENT
III BBA – ADVERTISING AND SALES PROMOTION
ASSIGNMENT – II

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1	15BAU001	ABDUL KABIER A. F	
2	15BAU003	AJETHKUMAR. M	
3	15BAU005	ANAND . V	
4	15BAU006	ANIL RAJ V.M	
5	15BAU007	AROKIARAJ. J	
6	15BAU009	BENIN . G	
7	15BAU010	DINESHKUMAR . S	
8	15BAU012	GOKUL . S	
9	15BAU013	GOPINATH . A	
10	15BAU016	KARTHICK . G	
11	15BAU017	KARTHIKEYAN . R	
12	15BAU018	KEERTHANA . L	Advertising and Sales Promotion
13	15BAU019	LOGESH . G	
14	15BAU022	MUHAMMED SHAFIK K.Y	
15	15BAU023	MUTHU KUMAR . R	
16	15BAU025	NANDHAKISHORE K.J	
17	15BAU026	NANTHINI . K	
18	15BAU027	NARMATHA . M	
19	15BAU028	NAVEEN . G	
20	15BAU029	NESHA . R	
21	15BAU030	NIDHIN SATHYAN	
22	15BAU031	NIVETHA . R	
23	15BAU032	PANDIYARAJ. R	
24	15BAU033	PAVITHRA . R	
25	15BAU035	RABIS GOKUL . S	
26	15BAU036	RAGUL PRASATH .S	
27	15BAU037	RAJA PRABHU . V	
28	15BAU038	SAI VENKATESH . R	

29	15BAU039	SALMAN FARIZ . J	
30	15BAU040	SASIKUMAR. M	
31	15BAU041	SELVAKUMAR . S	
32	15BAU045	SRINIVASAN . R	Advertising and Sales Promotion
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34	15BAU047	SURYA PRAKASH . S	
35	15BAU048	SURYA. R	
36	15BAU049	VARATHARAJ . K	

KARPAGAM UNIVERSITY
COIMBATORE
DEPARTMENT OF MANAGEMENT
I BBA – BUSINESS COMMUNICATION
ASSIGNMENT – II

S.No.	Register No.	Name of the Student	Assignment Topics
1	17BAU001	Aakash. R	
2	17BAU002	Abinaya.D	
3	17BAU003	Abisha.J	
4	17BAU004	Aishwarya.S	
5	17BAU005	Akshay K Ajay	
6	17BAU006	Anto William . P	
7	17BAU007	Aravind Kumar. P	
8	17BAU008	Aravind. M	
9	17BAU009	Balaji. P	
10	17BAU010	Elavarasan. K	
11	17BAU011	Govarthini. S	
12	17BAU012	Immanuvel. G	
13	17BAU013	Jegadheesh Kumar. S	
14	17BAU014	Kannan. M	
15	17BAU015	Kowsika. V	Types of Report
16	17BAU016	Kumar. C	
17	17BAU017	Manikandan. G	
18	17BAU018	Manikandan. M	
19	17BAU019	Marimuthu. M	
20	17BAU020	Mohammed Ameen . B	
21	17BAU021	Nagoor mohideen. S	
22	17BAU022	Nagulan. R. V	
23	17BAU023	Natarajan. S	
24	17BAU024	Naveen. N	
25	17BAU025	Naveeth.R	
26	17BAU026	Pandiyan. S	
27	17BAU027	Prabhakaran. D	
28	17BAU028	Pradeesh. P	
29	17BAU029	Praveenkumar. P	
30	17BAU030	Rajagopal. P	
31	17BAU031	Rajeshwari . K	
32	17BAU032	Ramasamy Ahilan	
33	17BAU033	Riyazuddin. B	
34	17BAU034	Ruban Raj Kumar. K	
35	17BAU035	Sakthivel. E	
36	17BAU036	Santhosh. N	

37	17BAU037	Saranya.G	
38	17BAU038	Sheik Arfath. R	
39	17BAU039	Sindhuja. R	
40	17BAU040	Sivaram. C	
41	17BAU041	Sivasakthi. L	
42	17BAU042	Sruthi. R	
43	17BAU043	Swathi. J	
44	17BAU044	Tarun Kumar. R	
45	17BAU045	Tony Akash. G. J	Types of Report
46	17BAU046	Vasunthara. S	
47	17BAU047	Venkatesh. A	
48	17BAU048	Vennila. R	
49	17BAU049	Vetriselvan. K	
50	17BAU050	Vidhya Shree. G	
51	17BAU051	Vignesh. R	
52	17BAU052	Vignesh.C	
53	17BAU053	Vigneshwaran. M	
54	17BAU054	Vinodkumar. P	
55	17BAU055	Vinoth kumar. P	
56	17BAU056	Wasim Agram. S	

KARPAGAM ACADEMY OF HIGHER EDUCATION
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KARPAGAM UNIVERSITY
KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
COIMBATORE – 641 021
(For the candidates admitted from 2015 onwards)
FIRST INTERNAL EXAMINATION - JULY 2017
III BBA –V SEMESTER
ADVERTISING AND SALES PROMOTION

Date : 19.07.17   Time : 2 Hours
Session : N   Maximum : 50 Marks

PART –A (20x1=20 Marks)
ANSWER ALL THE QUESTIONS

1. Advertising aims at _____
   a. Product selling b. Marketing c. Customer relation d. Mass communication

2. _____exaggerates the real facts to the consumers
   a. Advertising   b. Marketing   c. Communication d. Coordination

3. Advertising is considered as a _____form of communication
   a. Personal   b. Non personal   c. Inter personal   d. Intra personal

4. Advertising is an important source of revenue to_____
   a. Advertisers b. Advertising Company c. Media d. Government

5. A specialized institution which offers profession aisled advertising services to company
   is known as _____
   a. Advertising   b. Message   c. Media   d. Ad agency

6. The sense of attraction created by an ad is known as _____
   a. Attraction   b. Appeal   c. Entertainment   d. Ad copy

7. _____appeal relates to psychological need of a person
   a. Emotional   b. Personal   c. Social   d. Relational

8. _____ fill the communication gap between manufactures and consumers
   a. Advertising media b. Information c. Message d. Advertiser

9. The series of action to attain media objectives is _____
   a. Media planning b. Media strategy c. Media selection d. Media buying

10. Evaluation of an ad before it is transmitted to the audience is known as _____
    a. Pre testing b. Post testing c. Concurrent testing d. Advertising research

11. Building selective demand is the objective of which type of advertising_____
    a. Informative advertising b. Persuasive advertising c. Reminder advertising
    d. Demand-driven advertising

12. Keeping consumers to think about the product is the objective for which type of Advertising_____
    a. Informative advertising b. Psychological advertising c. Reminder advertising.
    d. Persuasive advertising.

13. After determining its advertising objectives, a company next sets its _____
    for each product.
    a. Advertising strategy   b. Advertising budget   c. Advertising goals
    d. Advertising format

14. All of the following are commonly recognized promotion budget formats except_____
    a. The affordable method   b. The LIFO method c. The percentage-of-sales method
    d. The objective-and-task method.

15. Evaluation conducted after the transmission of an ad is known as _____
    a. Post testing   b. Pre testing   c. Concurrent testing   d. Copy testing

16. If a company gives false message to the customers, it is known as_____
    a. Deception   b. Subliminal ads   c. Obscene ads   d. Cheating

17. Advertisement that uses the fame of popular person is known as _____
    a. Celebrity Ad   b. Customer Ad   c. Publicity   d. Creativity

18. The basic persuasive technique in an ad is known as _____
    a. Buying motive   b. Appeal   c. Purchase   d. Motivation

19. The first step in developing an advertising program should be to _____
    a. Set advertising objectives   b. Set the advertising budget   c. Evaluate advertising
    campaigns   d. Develop advertising strategy

20. Advertising is subject to _____
    a. Social norms   b. Group norms   c. Company norms   d. Dynamic norms

PART – B (3x10= 30 Marks)
ANSWER ALL THE QUESTIONS

21 a. Elaborate the classification of advertisment?
                    (or)
   b. Elucidate the different types of media in advertising?

22. a. Elaborate the selection process of advertising agency?
                    (or)
    b. Describe the various kinds of advertising appeal with suitable examples?

23. a. Elucidate the effects and responsibility of social advertising?
                    (or)
    b. Determine the advertising budget process?

KARPAGAM ACADEMY OF HIGHER EDUCATION
COIMBATORE – 641 021
(For the candidates admitted from 2015 onwards)
FIRST INTERNAL EXAMINATION - JULY 2017
III BBA –V SEMESTER
ADVERTISING AND SALES PROMOTION
ANSWER KEY

PART –A (20x1=20 Marks)
ANSWER ALL THE QUESTIONS

1. Advertising

2. Advertising

3. Non personal

4. Celebrity Ad

5. Media

6. Appeal

7. Interest

8. Advertising Media

9. Media Planning

10. Pre testing

11. Demand-driven advertising

12. Reminder advertising.

13. Advertising Budget

14. The LIFO Method

15. Post testing

16. Deception

17. Customer Ad

18. Buying motive

19. Set advertising objectives

20. Advertising agency

21. a. Elucidate the different types of media in advertising?

TYPE OF MEDIA OUTLETS

While just a few years ago marketers needed to be aware of only a few media outlets, today's marketers must be well-versed in a wide range of media options. The reason for the growing number of media outlets lies with advances in communication technology, in particular, the Internet. As we discussed in the Advertising Trends section in Part 13, the number of media outlets will continue to grow as new technologies emerge.

Next we provide an overview of 10 leading media outlets:

1. Television Advertising
2. Cable Network
3. Radio Advertising
4. Print Publications Advertising
5. Internet Advertising
6. Direct Mail Advertising
7. Signage
8. Product Placement
9. Mobile Devices
10. Sponsorships Advertising
11. Other Advertising

TELEVISION ADVERTISING

Television advertising offers the benefit of reaching large numbers in a single exposure. Yet because it is a mass medium capable of being seen by nearly anyone, television lacks the ability to deliver an advertisement to highly targeted customers compared to other media outlets. Television networks are attempting to improve their targeting efforts. In particular, networks operating in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming (i.e., TV shows geared to specific interest groups) designed to appeal to selective audiences. However, television remains an option that is

best for products that targeted to a broad market. The geographic scope of television advertising ranges from advertising within a localized geographic area using fee-based services, such as cable and fiber optic services, to national coverage using broadcast programming.

CABLE NETWORK

Local cable network are being used frequently by local advertisers, such as retail oulets, coaching classes etc, because of the geographic flexibility it becomes very cost effective. Advertisement through local cable can act as a frequency booster by virtue of its low cost. However, local cable network is unorganized and therefore it is uncertain whether ad will appear as per schedule.

RADIO ADVERTISING

Promotion through radio has been a viable advertising option for over 80 years. Radio advertising is mostly local to the broadcast range of a radio station, however, at least three options exist that offer national and potentially international coverage. First, in many countries there are radio networks that use many geographically distinct stations to broadcast simultaneously. In the United States such networks as Disney (children's programming) and ESPN (sports programming) broadcast nationally either through a group of company-owned stations or through a syndication arrangement (i.e., business agreement) with partner stations. Second, within the last few years the emergence of radio programming delivered via satellite has become an option for national advertising.

PRINT PUBLICATION ADVERTISING

Print publications such as magazines, newspapers and Special Issue publications offer advertising opportunities at all geographic levels. Magazines, especially those that target specific niche or specialized interest areas, are more narrowly targeted compared to broadcast media.

Additionally, magazines offer the option of allowing marketers to present their message using high quality imagery (e.g., full color) and can also offer touch and scent experiences (e.g.,

perfume). Newspapers have also incorporated color advertisements, though their main advantage rests with their ability to target local markets.

INTERNET ADVERTISING

The fastest growing media outlet for advertising is the Internet. Compared to spending in other media, the rate of spending for Internet advertising is experiencing tremendous growth. However, total spending for Internet advertising remains relatively small compared to other media. Yet, while Internet advertising is still a small player, its influence continues to expand and each year more major marketers shift a larger portion of their promotional budget to this medium. Two key reasons for this shift rest with the Internet's ability to: 1) narrowly target an advertising message and, 2) track user response to the advertiser's message.

The Internet offers many advertising options with messages delivered through websites or by email. Website Advertising - Advertising tied to a user's visit to a website accounts for the largest spending on Internet advertising. For marketers, website advertising offers many options in terms of:

EMAIL ADVERTISING – Using email to deliver an advertisement affords marketers the advantage of low distribution cost and potentially high reach. In situations where the marketer possesses a highly targeted list, response rates to email advertisements may be quite high. This is especially true if those on the list have agreed to receive email, a process known as "opt-in" marketing. Email advertisement can take the form of a regular email message or be presented within the context of more detailed content, such as an electronic newsletter. Delivery to a user's email address can be viewed as either plain text or can look more like a website using web coding (i.e., HTML). However, as most people are aware, there is significant downside to email advertising due to highly publicized issues related to abuse (i.e., spam).

DIRECT MAIL

This method of advertising uses postal and other delivery services to ship advertising materials, including postcards, letters, brochures, catalogs and flyers, to a physical address of targeted customers. Direct mail is most effective when it is designed in a way that makes it appear to be

special to the customer. For instance, a marketer using direct mail can personalize mailings by including a message recipient's name on the address label or by inserting their name within the content of marketer's message.

Direct mail can be a very cost-effective method of advertising, especially if mailings contain printed material. This is due to cost advantages obtained by printing in high volume since the majority of printing costs are realized when a printing machine is initially setup to run a print job and not the because of the quantity of material printed. Consequently, the total cost of printing 50,000 postcards is only slightly higher than printing 20,000 postcards but when the total cost is divided by the number of cards printed the cost per-card drops dramatically as more pieces are printed. Obviously there are other costs involved in direct mail, primarily postage expense.

OUTDOOR MEDIA

The out medium is now becoming an interesting medium. Outdoor is an effective medium to cover the mobile population. The use of signs to communicate a marketer's message places advertising in geographically identified areas in order to capture customer attention. The most obvious method of using signs is through billboards, which are generally located in high traffic areas. Outdoor billboards come in many sizes, though the most well-known are large structures located near transportation points intending to attract the interest of people traveling on roads or public transportation. Indoor billboards are often smaller than outdoor billboards and are designed to attract the attention of foot traffic (i.e., those moving past the sign). For example, smaller signage in airports, train terminals and large commercial office space fit this category.

SIGNAGE AND BILLBOARDS

The use of signs to communicate a marketer's message places advertising in geographically identified areas in order to capture customer attention. The most obvious method of using signs is through billboards, which are generally located in high traffic areas.

Outdoor billboards come in many sizes, though the most well-known are large structures located near transportation points intending to attract the interest of people traveling on roads or public transportation.

21. b. Explain the factors affecting the choice of an advertising media?

The advertising medium refers to the means through which the advertiser can convey his message to audience. Proper selection of the media enables the advertiser to achieve the desired results. Hence, advertising media selection is vital for the success of an advertising campaign.
An advertising medium is any object or device that carries the advertising message. It should be capable of accomplishing following three objectives:

1. To reach the largest number of people possible.
2. To gain their attention.
3. To be less expensive.

The character of the medium is largely determined on the objective and factual basis such as whether the coverage of the medium should be national, regional or only local.

FACTORS GOVERNING OF ADVERTISING MEDIA SELECTION

Selection of a suitable medium for advertising is really a complex problem to the advertiser. There are a number of kinds and classes of media in the modern advertising. Hence, **the advertising media selection** means not only the choice of the right classes of media out also the individual medium within the class or classes. Besides there is no single medium that is best suited for all advertisers. In reality, a medium which is best suited for one may be almost useless for another. The medium once employed for advertising a particular product itself may be found unsuited subsequently. Therefore, the right choice of a medium calls for a careful analysis. If the medium is unsuited the whole amount of money spent on the advertising campaign shall turn to be a waste.

The advertiser, therefore, while selecting the media, should consider the following factors:

1. **Class of the audience:** Firstly, the advertiser must note the class of the audience to be influenced by the medium. The audience can be classified into different groups by their social status, age, income, educational standard, religion, cultural interests. They may also be divided into men and women.

2. **Extent of coverage:** Secondly, the advertiser must consider the number of audience to be covered by the medium. Every media has a general as well as an effective circulation. The general circulation is made up of the total number of people who read or subscribe to the media. The effective circulation is the number prospective customers who read it and the number of those who influences sales, though they may not buy for themselves. Effective circulation must be considered while estimating the number of people to be covered. The extent to which the medium reaches the same audience as that covered by some other media i.e., the percentage of over-lapping must also be taken into account.

3. **Nature of the product:** Nature of the product itself is a principal factor governing the selection of the medium. Products can be classified into various kinds – consumer's products and manufacturer's products etc.

4. **Nature of the competition:** The nature of the competition exerts greater influence of the selection of the media. If the competition is stiff utmost care is needed in the selection of medium and a larger advertising budget is also required. In many cases where the advertising copy is similar or the choice of the media solely determines the effectiveness of the campaign as compared with that of the other competitors.

5. **Reputation of the medium:** Newspapers and magazines can offer a beautiful illustration for the reputation of the media. There are a few newspapers and magazines which have international reputation with a high readership. Advertisements in such magazines and newspapers are generally recognized and believed as true. Such advertisements also add prestige to the product.

6. **Cost of the media:** Cost of the medium in most cases, is an important factor in the selection of the medium. Advertisements in certain media are expensive. For instance, TV and Radio advertisements. Magazines and newspaper advertisements are generally considered as less expensive. Yet, certain magazines and newspapers, having larger circulation and high reputation charge higher rates. The rates also differ depending upon the space occupied and the preferential positions. The first page of a newspaper is rarely missed by the reader. Hence they have more attention value, than the advertisements presented anywhere inside the newspaper.

7. **Time and location of buying decisions:** The location of the audience and the time by which it should reach them must also be looked into. This consideration also enables the advertiser to keep his retail outlets in the proximity of the customers.

22. a. Explain the functions of advertising agency?

Important Functions of Advertising Agencies

The objective of an advertising agency is to see that its client's advertisements lead to greater profits in the long run. Therefore, an advertising agency needs to perform several functions towards achieving this objective. The size of an advertising agency, has a direct bearing over the variety of services that can be rendered to the clients. Generally, bigger agencies perform varied services than medium and small-size agencies. The functions are listed and explained below:

1. Advertising Plan

Advertising agency either prepares or helps in preparing advertising plans and programmes for its clients. Preparing an advertising plan needs concerted efforts and investigative information. In performing this function, the agency should have full information about the products. It may pertain to

a. the product's positive aspects,
b. past record,
c. its position in the competitive market, and
d. competitors' negative aspects, strengths and weaknesses.

The advertising agency should assess the present market conditions and the firm's distribution methods.

A thorough knowledge on markets (consumers) is also very important. Information on what people buy, why they buy it, where they buy, how they buy, how frequently they buy etc., are very important and useful. An advertising agency may be required to conduct a research to obtain such information. Matching the advertising team with product positioning strategy is another important task.

Since an advertising agency knows the character of advertising medium, it can suggest a suitable media mix to its client. Knowledge of target market, the media habits and exposure of the target market are required for this purpose.

2. Creation and Execution

An advertising plan, prepared by the advertising agency will be sent to the advertiser for approval. Once approved, its execution is normally assigned to the agency. The agency enters into contracts with the suitable media and the stage is set for creating an effective advertisement to suit the advertising media. Copy will be written, layouts are made, illustrations are drawn or photographed; commercials are produced, advertising messages are prepared. Billing for service space is done.

3. Co-ordination

Coordination is another important function of an advertising agency. It has to ensure a proper coordination between the clients, sales force and the distribution network to ensure long-run success of the advertising programme. The goal of the advertising programme must be to assist the efforts of sales persons, distributors and retailers to maximize sales for the client. Many agencies also render special services in such areas as market research, publicity, preparation of product literature, etc.

4. Research

Research may enable them to make stronger presentation to their clients. It may help the copy and art personnel, to create better advertisements for their clients.

5. Mechanical production

The function of this department is to transform copy, illustrations and layout into a satisfactory printed advertisement. Obviously, this department interacts closely with the copy and art directors.

6. Traffic

In an advertising agency, the term tragic refers to scheduling and control. This department sets up a work schedule and a routing sequence for each advertisement, and then supervises its progress through various stages in the agency.

Once an advertisement is prepared, it is forwarded to the media which will carry it. It can happen only after copy, illustration, mechanical production and client's approval are on schedule. Where there is no separate traffic department in an advertising agency, the duty is assigned to the production manager or the account executive.

7. Accounting

The common assignments of the accounting department of an agency include — to check the appearance of advertisements in media, to check media invoices against release orders; to pay media bills; to bill clients and collect from them; to look after such matters as records, book-

Relations

The fundamental objective of this department is to build and maintain goodwill with the cross sections of public. The tools used in communicating with the public are corporate advertising and publicity. The main job of this department is to build stronger relations with clients and the various sections of the public — customers, employees, middlemen and shareholders.

22. b. Elaborate the various appeals enumerated by advertisers?
    ADVERTISING APPEALS:

An advertising appeal is anything that motivates a person to action. Human beings are called bundles of wants. A human being is a strange mix of hopes, ambitions, needs, interests, goals, etc., which motivate him. Various advertisements try to appeal to some of these manifold motives that force people to take action.

An advertising appeal is nothing but a promise of a benefit the advertised product will provide to the buyer. It is said that people do not just buy a product. They buy the promise or hope of

achieving something or getting something through the product. For example, the possible promises or appeals for a home appliance could be - comfort, convenience, economy of installation, economy of operation, cleanliness, dependability and durability, safety, multiple operations, many and varied features, trouble free operation and smart looks. However, advertisers use only those appeals that:

- Are most important to the consumers,

- Are not used by competitors,

- Are specific to the brand.

Also three important characteristics need to be considered before selecting the appeals. The appeals need to be:

- Meaningful,

- Distinctive and

- Believable.

An appeal should answer the question 'what does this product or brand have to offer that the others (competitors) don't have'. This distinctiveness or difference from competing products should be conspicuous and demonstrable, so that it can be talked about and showed in the advertisement. The final characteristic of an appeal is believability. Consumers spend a lot of money and thus they are skeptical or doubtful about the usefulness of the product. They would buy the product only when they believe in the promises made. Sometimes advertisers try to solve this problem of skepticism or doubt by trial offers, guarantees, money back offers and similar assurances.

Sometimes a product has a distinct characteristic. This could be either a physical feature like size, shape, fragrance, weight, etc. Or a functional feature like how well it cleans, how well it works, how long it performs, how little maintenance it requires, etc. One of the problems faced by advertising people is not about finding the possible appeals for a product but selecting the

most appropriate appeals that would attract the consumers. A lot of research is conducted by ad agencies to find out the most appropriate appeals.

An advertising appeal can be defined as the 'basic use, service, or satisfaction that the product can give and that the advertisement attempts to present to the customer as a reason to buy'. An advertising appeal represents the blending of two concepts - buying motives and selling points. These two elements are combined into a 'reason to buy'. This helps the prospective consumer relate to the product's benefits. Advertising appeals are usually of two types: emotional and rational. Sometimes moral appeals are used particularly in social advertising. Moral appeals are rarely used in commercial advertisements.

Emotional appeals: A comprehensive list of emotional appeals is given below:

- Ambition - Appetite

- Avoiding hard labour - Curiosity

- Duty - Entertainment

- Guilt - Happy home life

- Hero worship - Home comfort

- Personal Appearance - Security

- Possession - Romance

- Style and beauty - Sympathy for others

- Social recognition - Social approval

- Sports, etc.

The major rational appeals include:

- Cleanliness - Durability

- Economy of purchase - Economy of use

- Protection of others - Rest or sleep

- Safety - Variety of selection

- Dependability in quality - Health

- Efficiency on operation or use

23. a. Discuss the social responsibility of an advertisement?

SOCIAL EFFECTS OF ADVERTISING

- Ethics: These are moral principle & values that govern the actions & decisions of an individual or group Advertisement.

- Objections to Advertising Use of Sexual .Of Certain Products Appeals And/or Use of Shock Ads Nudity

- The Advertisement & Promotion Proponents Argue:• Provides Information• Encourages a higher standard of Living• Creates Jobs and Helps New Firms Enter a Market• Promotes competition in the Market place Critics Argue:• Creates Needs and Wants Among Consumers• Is More Propaganda Than Information• Promotes Materialism, Insecurity and Greed

- Some Ad of the bad taste Calvin Keller promotes their product with the base of sex adBenetton AdAIDS patient & Family member before his death Perist Kissing nunAd of Death Row

- Childrens TV Watching Behavior: Children between ages 2-11 watch on average 21.5 hours of TV per week and may see 22,000 commercials per yearTelevision is an important source of information for children about products

- Does Advertising Make People Buy Things they Don't Need? Does Advertising Encourage Materialism? Is Advertising Just A Reflection of Society?

- Portrayal of Women to Reflect their Changing Role in Society• Portrayal of Women As Sex Objects• Ethnic Stereotyping• Gender Stereotyping

- Ethnic Stereotyping/Representation of Minorities

- Ethnic Stereotyping/Representation of Minorities

ADVERTISING- ITS IMPACT ON SOCIETY

- Every time you switch on the TV and you will see some products being pushed on you with some assurance. This is advertising. Your mind is being sold to these advertisers. Advertising is the promotion of product or services. This gives companies a way to

expose their products to people and hence maximize their sales. With out advertisement not a single farm or company can grow in this world of competition.

- Advertising is the mostly debated topic now. Like every other thing it has also some positive as well some negative points. If it has some positive aspect of social and economical impact on society then it do have some negative impact also. Advertising a public welfare program has positive social impact whereas exposing woman in an advertisement has negative impact on society.

- Advertising is a mass marketing technique. Assorted techniques are used for advertising which persuades the consumers that why they need the product which is being advertised. They focus more on the benefits, which consumer will get from that product, rather than the product itself. Through advertising, products can be known to public easily. They can decide which product they need and why. Thus increasing the consumption and as a result also increasing the demand of the product.

- Advertising can also be used to generate awareness among public that which product they use and to which product they can say no. It can also be used to educate people about certain diseases or danger (example: - AIDS, TB, viral diseases, etc.). Even the backward people are now aware of many diseases and their problems. And all these credits goes to proper advertising. Diseases like Polio could never been controlled if the timings for polio drops aren't advertised regularly.

- Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisement during epidemics or natural calamities can help a lot.

- There are also various blames that advertising is causing negative social impact on lives. Even if advertising has a vast good impacts on society, it can be ruled out that is has bad

impact also. It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Advertising posters of modern films, where sexuality is shown much than the actual theme of the movie, can divert the society a lot. Materialism is being much glorified through advertisements, which can again have dangerous consequences Society is becoming ignorant towards social or world issues because we are too obsessed to satisfy our newly created needs. We want to earn more and more money so that we can buy happiness in forms of products, being advertised as they can bring all the happiness in our lives. We are starving for material goals, because we always just want to have more.

So, we can say that advertising has positive as well as negative impact on society. The balance, of what is necessary and what really not needed should be focused more. Advertisement can create contentment but can also simultaneously create discontentment. Our society and the marketing of products depend so badly on advertisement that even its negative impact on society can't outweigh the many positive social and economical effects.

23. b. Determine the advertising budget process?

ADVERTISING BUDGET

The size of the advertising budget can have an impact upon the composition of the advertising mix. In general, a limited promotion budget may impel the management to use types of promotion that would not be employed otherwise, even though they are less effective than the others.

Industrial firms generally invest a larger proportion of their budgets in personal selling than in advertising, while the reverse is true of most producers of consumer goods. Organizations with small budgets may be forced to use types of advertising that are less effective than others.

Some marketers find it necessary to restrict their efforts primarily to personal selling and publicity. There are organizations with small promotion budget which take the opposite course of action. They concentrate on advertising and sales promotion, and neglect other methods. Some

marketers advertise in expensive ways (through classified advertisement in newspapers and magazines) and spend virtually nothing on personal selling.

There is universal difficulty of relating advertising expenditures to sales and profit results. Determining the results of advertising and consequently the amount of money to be allocated in advertising budget are complicated by several major difficulties as follows:

(i) The effects of external variables such as population, or income, changes on economics conditions and competitive behaviour;

(ii) Variations in the quality of advertising;

(iii) Uncertainly as to the time-lag effect of advertising; and

(iv) The effect of the firm's other marketing activities, such as product Improvement and stepped-up personal selling.

The above complexities make the companies resort to more than one method of determining the size of their advertising budget. Advertising Budget involves the allocation of a portion of the total marketing resources to the advertising function in a firm. The size of the budget allocation should be based on the potential contribution that advertising can make. Advertising budgeting should be based on a careful analysis of the opportunity for using advertising.

Marginal Analysis Approach

The marginal analysis approach to the allocation of resources provides a useful framework. How much should a firm spend on advertising, a firm may choose to spend promotion funds up to the point where marginal cost equals marginal revenue. Such analysis may be used for advertising budget decision.

The allocation procedure is to increase advertising expenditure until each rupee of advertising expense is matched by an additional rupee of profit. This marginal analysis results in the maximization of the productivity. The difficulty arises in the identification of this optimal point. The following table illustrates this point.

Marginal Analysis for Advertising Budgeting

(` in thousands)

Alternative Advertising Expenditure	Marginal Advertising Costs	Net Revenue	Marginal Revenue	Total Profit	Marginal Profit
30	–	20	–	-10	-1
35	5	24	+ 4	-11	-1
40	5	30	+6	-10	+1
45	5	40	+10	-5	+5
50	5	55	+15	+5	+10
55	5	77	+22	+22	+17
60	5	88	+11	+28	+6
65	5	95	+7	+30	+2
70	5	98	+3	28	-2
75	5	99	+1	24	-4
80	5	99	0	+19	-5
85	5	97	-2	+12	-7
90	5	95	-2	+5	-7
95	5	90	-5	-5	-10
100	5	83	-7	-12	-7

This analysis assumed that the management desires to maximize the profit contribution from advertising. It is not feasible to spend on advertising in increments of less than `5,000. The net revenue refers to sales minus all the non-advertising costs which are based on a pre-determined non-advertising marketing mix. At lower levels of advertising (less than ` 5,000), the company cannot generate sufficient sales to cover all the costs. So, 5,000 represent the absolute minimum advertising budget for the company to make any profit at all.

According to the Marginal analysis management must select performance objectives for advertising expenditures. Marginal analysis relies on sales and profitability, which are important to assess the potential contribution of advertising expenditures. Implementing the marginal analysis is a difficult task. Advertising is not the only factor affecting product performance. It is also difficult to predict the time pattern of the contribution, for it cannot be assumed that advertising will have an immediate impact. All these factors make it difficult for us to assess precisely the net sales marginal revenues, or other performance contribution estimates.

To cope with the realities of advertising budgeting, a variety of procedures have been adopted, which vary considerably when compared with the marginal analysis framework.

KARPAGAM UNIVERSITY
KARPAGAM ACADEMY OF HIGHER EDUCATION
Deemed to be University Established Under Section 3 of UGC Act 1956
(For the candidates admitted from 2015 onwards)
SECOND INTERNAL EXAMINATION - AUGUST 2017
III BBA – V SEMESTER
ADVERTISING AND SALES PROMOTION

Date : 30.08.17

Session : FN

Time : 2 Hours

Maximum : 50 Marks

PART – A (20 X 1 = 20 MARKS)
ANSWER ALL THE QUESTIONS

1. A good appeal evinces _____ of the readers
   a. Interest   b. Idea   c. Intention   d. disinterest

2. Advertising Layout dictates the size, shape and _____
   a. Work   b. Position   c. Designing   d. Packing

3. Lithography is also known as _____
   a. Typography   b. Administration   c. Decision   d. Phonography

4. Typography faces vary in weight and _____
   a. Size   b. Work   c. Design   d. Packing

5. BPL means _____
   a. Business Process Layout   b. Buyer's Procurement Leader   c. Believe in the Best
   d. Business People Leader

6. _____ is to used to attract and make the attention to the readers
   a. Headline   b. Subhead line   c. Slogans   d. Illustrations

7. Incentive based compensation system initiated on _____
   a. 1880   b. 1990   c. 1980   d. 1970

8. Advertisement copy must have a _____ appeal
   a. Impersonal   b. Binomial   c. Personal   d. Nominal

9. Planning is deciding in the present what to do in future" defined by _____
   a. M.E.Herely   b. Phillip kotler   c. Stanton   d. Hall

10. _____ is called as the subordinates of the main headlines.
    a. Slogans   b. Sub headlines   c. Illustrations   d. Head lines

11. _____ world's finest fabrics since 1925.
    a. LG   b. BPL   c. Raymond's   d. ARC

12. ITC means _____
    a. Industrial Training   b. Indian Tobacco Corporation   c. Industrial Training Centre
    d. Industrial Training Company

13. The most logical budget setting method is found in _____
    a. Affordable method   b. Percentage-of-sales method   c Competitive-parity method
    d. Objective-and-task method

14. _____ is the visual plan for arranging the element of an advertising message in printed form.
    a. Advertising copy   b. Advertising layout   c. Advertising budget   d. Advertising planning

15. _____ are the identification of the product produced by the producer.
    a. Brand name   b. Trade marks   c. Good will   d. Images

16. _____ is a psychological concept.
    a. Training   b. Motivation   c. Selection   d. Compensation

17. What is the main objective of informative advertising?
    a. To create selective demand   b. To stimulate primary demand
    c. To keep the brand image in consumers' minds   d. Create Demand

18. _____ perform an informative and educative task that makes extremely important in the functioning of the Modern Indian Society.
    a. Advertising   b. Production   c. Financing   d. Controlling

19. _____ is an industry wide exhibits at which many sellers display their products.
    a. Trade Shows   b. POP   c. Buying Allowance   d. Samples

20. The _____ is usually judged by the quantitative measure.
    a. Character   b. Atmosphere   c. Coverage   d. Cost

PART – B (3X 10 = 30 MARKS)
ANSWER ALL THE QUESTIONS

21. a. Describe the elements and process of advertising copy?
    (or)
    b. Elucidate the role of advertising agencies with suitable examples?

22. a. Determine the various methods followed in advertising budget?
    (or)
    b. Elucidate the nature of repeat and remainder advertising?

23. a. Describe the principles of advertising layout?
    (or)
    b. Elaborate the functions of advertising campaign?

KARPAGAM UNIVERSITY
Karpagam Academy of Higher Education
(Deemed to be University Established Under Section 3 of UGC Act 1956)
(For the candidates admitted from 2015 onwards)
MODEL EXAMINATION – SEPTEMBER 2017
III BBA - Fifth Semester
Advertising and Sales Promotion

Date : 13 .09.17   Time   : 3 Hours
Session : FN   Maximum : 60 Marks

PART – A (20 X 1 = 20 Marks)
ANSWER ALL THE QUESTIONS

1. Advertising is an important source of revenue to_____
   a. Advertisers b. Advertising Company c. Media d. Government

2. _____ is a mass communication process
   a. Selling   b. Buying   c. Advertising   d. Marketing

3. Advertisement that uses the fame of popular person is known as _____
   a. Celebrity Ad   b. Customer Ad   c. Publicity d. Creativity

4. _____ fills the communication gap between manufactures and consumers
   a. Advertising media   b. Information   c. Message   d. Advertiser

5. Every advertisement is the outcome of the contribution of _____
   a. Agency   b. Advertisement   c. Specialists   d. Advertiser

6. What is the main objective of informative advertising_____
   a. To create selective demand   b. To stimulate primary demand   c. Create Demand
   d. To manage supply

7. Incentive based compensation system initiated on_____
   a. 1880   b. 1990   c. 1980   d. 1970

8. Advertisement copy must have a _____ appeal
   a. Impersonal   b. Binomial   c. Personal   d. Nominal

9. Advertising Layout dictates the size, shape and _____
   a. Work   b. Position   c. Designing   d. Packing

10. Lithography is also known as _____
    a. Typography   b. Administration   c. Decision   d. Phonography

11. Typography faces vary in weight and _____
    a. Size   b. Work   c. Design   d. Packing

12. BPL means_____
    a. Business process layout   b. Buyer's procurement leader   c. Believe in the best
    d. Business people leader

13. Typography is that part of the _____
    a. Administration   b. Graphics   c. Advertiser   d. Agency

14. Telling showing and_____ are the three basic methods of group training
    a. Execution   b. Termination   c. Exercise   d. Conferring

15. The _____ turnover rate is analyzed periodically to determine the causes of the problem
    a. Impersonal   b. Advertising   c. Personal   d. Agency

16. Sales management is both _____ and profession
    a. Science   b. Job   c. Analysis   d. Object

17. Which promotional tool is most effective in building up buyers' preferences, convictions.
    and, most importantly, actions_____
    a. Personal selling   b. Mass-market advertising   c. Sales promotion   d. Promotion

18. Which of these is not a sales promotion technique _____
    a. Loyalty card   b. Bonus pack   c. Coupon   d. Questionnaire

19. _____ is a process of searching out suitable salesman.
    a. Recruitment   b. Selection   c. Controlling   d. Planning

20. _____ is a device direct and controls the sales operations.
    a. Quotas   b. Planning   c. Sales territories   d. Total sales

PART – B (5 X 8 = 40 Marks)
ANSWER ALL THE QUESTIONS

21. a. Elaborate the classification of advertising?

        (or)
    b. Elaborate the various methods of advertising media?

22. a. Elucidate the selection process in advertising agency?

        (or)
    b. Elucidate the types of advertising appeals?

23. a. Describe the principles of advertising layout?

        (or)
    b. Explain the process in advertising campaign?

24. a. Elaborate the qualities of good sales force?
        (or)
    b. Elaborate the sales force recruitment process?

25. a. Explain the impact of sales promotion tools in sales?
        (or)
    b. Discuss the roles and responsibilities of a salesman in personal selling?

KARPAGAM ACADEMY OF HIGHER EDUCATION
(For the candidates admitted from 2015 onwards)
MODEL EXAMINATION - SEPTEMBER 2017
III BBA – V SEMESTER
ADVERTISING AND SALES PROMOTION
ANSWER KEY

PART – A (20 X 1 = 20 MARKS)
ANSWER ALL THE QUESTIONS

1. Advertising Company

2. Advertising

3. Celebrity Ad

4. Advertising Media

5. Advertiser

6. To stimulate primary demand

7. 1980

8. Binominal

9. Position

10. Phonography

11. Size

12. Business Process Layout

13. Graphics

14. Execution

15. Impersonal

16. Science

17. Sales Promotion

18. Questionnaire

19. Recruitment

20. Sales Territories

21.a. Elaborate the classification of advertising?

ADVERTISING– DEFINITION

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor." – American Marketing Association.

CLASSIFICATION AND TYPES OF ADVERTISING

1. Product – Related Advertising

   A. Pioneering Advertising

   B. Competitive Advertising

   C. Retentive Advertising

2. Public Service Advertising

3. Functional Classification

   A. Advertising Based on Demand Influence Level.

      a. Primary Demand (Stimulation)

      b. Selective Demand (Stimulation)

   B. Institutional Advertising

   C. Product Advertising

      a. Informative Product Advertising

      b. Persuasive Product Advertising

      c. Reminder-Oriented Product Advertising

4. Advertising based on Product Life Cycle

   A. Consumer Advertising

   B. Industrial Advertising

5. Trade Advertising

    A. Retail Advertising

    B. Wholesale Advertising

6. Advertising Based on Area of operation

    A. National advertising

    B. Local advertising C. Regional advertising

PRODUCT – RELATED ADVERTISING

It is concerned with conveying information about and selling a product or service.

Product advertising is of three types

    A. Pioneering Advertising

    B. Competitive Advertising

    C. Retentive Advertising

i. PIONEERING ADVERTISING

This type of advertising is used in the introductory stages in the life cycle of a product. It is concerned with developing a "primary" demand. It conveys information about, and selling a product category rather than a specific brand. For example, the initial advertisement for black – and – white television and colour television. Such advertisements appeal to the consumer's emotions and rational motives.

ii. COMPETITIVE ADVERTISING
It is useful when the product has reached the market-growth and especially the market-maturity stage. It stimulates "selective" demand. It seeks to sell a specific brand rather than a general product category. It is of two types:

A. Direct Type: It seeks to stimulate immediate buying action.

B. Indirect Type: It attempts to pinpoint the virtues of the product in the expectation that the consumer's action will be affected by it when he is ready to buy.

Example: Airline Advertising Air India attempts to bid for the consumer's patronage either immediately –direct action-in which case, it provides prices, time tables and phone numbers on which the customer may call for reservations; or eventually – indirect action – when it suggests that you mention Air India's name when talking to your travel agent.

PUBLIC SERVICE ADVERTISING

This is directed at the social welfare of a community or a nation. The effectiveness of product service advertisements may be measured in terms of the goodwill they generate in favour of the sponsoring organization. Advertisement on not mixing drinking and driving is a good example of public service advertising. In this type of advertising, the objective is to put across a message intended to change attitudes or behaviour and benefit the public at large.

I. ADVERTISING BASED ON DEMAND INFLUENCE LEVEL

A. PRIMARY DEMAND STIMULATION

Primary demand is demand for the product or service rather than for a particular brand. It is intended to affect the demand for the type of product, and not the brand of that product. Some advertise to stimulate primary demand. When a product is new, primary demand stimulation is appropriate. At this time, the marketer must inform consumers of the existence of the new item and convince them of the benefits flowing from its use. When primary demand has been stimulated and competitors have entered the market, the advertising strategy may be to stimulate the selective demand.

B. SELECTIVE DEMAND STIMULATION

This demand is for a particular brand such as Charminar cigarettes, Surf detergent powder, or Vimal fabrics. To establish a differential advantage and to acquire an acceptable sort of market, selective demand advertising is attempted. It is not to stimulate the demand for the product or service. The advertiser attempts to differentiate his brand and to increase the total amount of

consumption of that product. Competitive advertising stimulates elective demand. It may either be direct or indirect type.

ii. INSTITUTIONAL ADVERTISING

Institutional Advertising may be formative, persuasive or reminder oriented in character. Institutional advertising is used extensively during periods of product shortages in order to keep the name of the company before the public. It aims at building for a firm a positive public image in the eyes of shareholders, employees, suppliers, legislators, or the general public. This sells only the name and prestige of the company. This type of advertising is used frequently by large companies whose products are well known. HMT or DCM, for example, does considerable institutional advertising of its name, emphasizing the quality and research behind its products.

Institutional advertisements are at consumers or focus them upon other groups, such as voters, government officials, suppliers, financial institutions, etc. If it is effective, the target groups will respond with goodwill towards, and confidence in the sponsor. It is also a useful method of introducing sales persons and new product to consumers. It does not attempt to sell a particular product; it benefits the organization as a whole. It notifies the consumers that the company is a responsible business entity and is patriotic; that its management takes ecologically responsible action, is an affair- motive action employer, supports the socialistic pattern of society or provides employment opportunities in the community.

III. PRODUCT ADVERTISING

Most advertising is product advertising, designed to promote the sale or reputation of a particular product or service that the organization sells. Indane's Cooking Gas is a case in point. The marketer may use such promotion to generate exposure attention, comprehension, attitude change or action for an offering. It deals with the non-personal selling of a particular good or service. It is of three types:-

A. Informative Product Advertising B. Persuasive Product Advertising C. Reminder-Oriented Product Advertising A. Informative Product Advertising: This form of advertising tends to characterize the promotion of any new type of product to develop an initial demand.

B. PERSUASIVE PRODUCT ADVERTISING

Persuasive product advertising is to develop demand for a particular product or brand. It is a type of promotion used in the growth period and, to some extent, in the maturity period of the product life cycle.

C. REMINDER-ORIENTED PRODUCT ADVERTISING

The goal of this type of advertising is to reinforce previous promotional activity by keeping the brand name in front of the public. It is used in the maturity period as well as throughout the declining phase of the product life cycle.

Advertising Based on Product Life Cycle A. Consumer Advertising B. Industrial Advertising

A. CONSUMER ADVERTISING

Most of the consumer goods producers engage in consumer product advertising. Marketers of pharmaceuticals, cosmetics, scooters, detergents and soaps, cigarettes and alcoholic beverages are examples. Baring a few, these products are all package goods that the consumer will often buy during a year. There is a heavy competition among the advertisers to establish an advantage for their particular brand.

B. INDUSTRIAL ADVERTISING Industrial executives have little confidence in advertising. They rely on this form of promotion merely out of fear that their competitors may benefit if they stop their advertising efforts.

21.b. Elaborate the various Methods of advertising media?

METHODS OF ADVERTISING MEDIA

While just a few years ago marketers needed to be aware of only a few media outlets, today's marketers must be well-versed in a wide range of media options. The reason for the growing number of media outlets lies with advances in communication technology, in particular, the Internet. As we discussed in the Advertising Trends section in Part 13, the number of media outlets will continue to grow as new technologies emerge.

Next we provide an overview of 10 leading media outlets:

1. Television Advertising
2. Cable Network
3. Radio Advertising
4. Print Publications Advertising
5. Internet Advertising
6. Direct Mail Advertising
7. Signage
8. Product Placement
9. Mobile Devices
10. Sponsorships Advertising
11. Other Advertising

TELEVISION ADVERTISING

Television advertising offers the benefit of reaching large numbers in a single exposure. Yet because it is a mass medium capable of being seen by nearly anyone, television lacks the ability to deliver an advertisement to highly targeted customers compared to other media outlets. Television networks are attempting to improve their targeting efforts. In particular, networks operating in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming (i.e., TV shows geared to specific interest groups) designed to appeal to selective audiences. However, television remains an option that is

best for products that targeted to a broad market. The geographic scope of television advertising ranges from advertising within a localized geographic area using fee-based services, such as cable and fiber optic services, to national coverage using broadcast programming.

CABLE NETWORK

Local cable network are being used frequently by local advertisers, such as retail oulets, coaching classes etc, because of the geographic flexibility it becomes very cost effective. Advertisement through local cable can act as a frequency booster by virtue of its low cost. However, local cable network is unorganized and therefore it is uncertain whether ad will appear as per schedule.

RADIO ADVERTISING

Promotion through radio has been a viable advertising option for over 80 years. Radio advertising is mostly local to the broadcast range of a radio station, however, at least three options exist that offer national and potentially international coverage. First, in many countries there are radio networks that use many geographically distinct stations to broadcast simultaneously. In the United States such networks as Disney (children's programming) and ESPN (sports programming) broadcast nationally either through a group of company-owned stations or through a syndication arrangement (i.e., business agreement) with partner stations. Second, within the last few years the emergence of radio programming delivered via satellite has become an option for national advertising.

PRINT PUBLICATION ADVERTISING

Print publications such as magazines, newspapers and Special Issue publications offer advertising opportunities at all geographic levels. Magazines, especially those that target specific niche or specialized interest areas, are more narrowly targeted compared to broadcast media.

Additionally, magazines offer the option of allowing marketers to present their message using high quality imagery (e.g., full color) and can also offer touch and scent experiences (e.g., perfume). Newspapers have also incorporated color advertisements, though their main advantage rests with their ability to target local markets.

INTERNET ADVERTISING

The fastest growing media outlet for advertising is the Internet. Compared to spending in other media, the rate of spending for Internet advertising is experiencing tremendous growth. However, total spending for Internet advertising remains relatively small compared to other media. Yet, while Internet advertising is still a small player, its influence continues to expand and each year more major marketers shift a larger portion of their promotional budget to this medium. Two key reasons for this shift rest with the Internet's ability to: 1) narrowly target an advertising message and, 2) track user response to the advertiser's message.

The Internet offers many advertising options with messages delivered through websites or by email. Website Advertising - Advertising tied to a user's visit to a website accounts for the largest spending on Internet advertising. For marketers, website advertising offers many options in terms of:

EMAIL ADVERTISING – Using email to deliver an advertisement affords marketers the advantage of low distribution cost and potentially high reach. In situations where the marketer possesses a highly targeted list, response rates to email advertisements may be quite high. This is especially true if those on the list have agreed to receive email, a process known as "opt-in" marketing. Email advertisement can take the form of a regular email message or be presented within the context of more detailed content, such as an electronic newsletter. Delivery to a user's email address can be viewed as either plain text or can look more like a website using web

coding (i.e., HTML). However, as most people are aware, there is significant downside to email advertising due to highly publicized issues related to abuse (i.e., spam).

DIRECT MAIL This method of advertising uses postal and other delivery services to ship advertising materials, including postcards, letters, brochures, catalogs and flyers, to a physical address of targeted customers. Direct mail is most effective when it is designed in a way that makes it appear to be special to the customer. For instance, a marketer using direct mail can personalize mailings by including a message recipient's name on the address label or by inserting their name within the content of marketer's message.

Direct mail can be a very cost-effective method of advertising, especially if mailings contain printed material. This is due to cost advantages obtained by printing in high volume since the majority of printing costs are realized when a printing machine is initially setup to run a print job and not the because of the quantity of material printed. Consequently, the total cost of printing 50,000 postcards is only slightly higher than printing 20,000 postcards but when the total cost is divided by the number of cards printed the cost per-card drops dramatically as more pieces are printed. Obviously there are other costs involved in direct mail, primarily postage expense.

OUTDOOR MEDIA

The out medium is now becoming an interesting medium. Outdoor is an effective medium to cover the mobile population. The use of signs to communicate a marketer's message places advertising in geographically identified areas in order to capture customer attention. The most obvious method of using signs is through billboards, which are generally located in high traffic areas. Outdoor billboards come in many sizes, though the most well-known are large structures located near transportation points intending to attract the interest of people traveling on roads or public transportation. Indoor billboards are often smaller than outdoor billboards and are

designed to attract the attention of foot traffic (i.e., those moving past the sign). For example, smaller signage in airports, train terminals and large commercial office space fit this category.

SIGNAGE AND BILLBOARDS

The use of signs to communicate a marketer's message places advertising in geographically identified areas in order to capture customer attention. The most obvious method of using signs is through billboards, which are generally located in high traffic areas.

22.a. Elucidate the selection process in advertising agency?

The advertising industry consists of three principal groups:

(a) Sponsors;

(b) Media; and

(c) Advertising agencies or advertising departments.

Advertising agencies are of two basic types, viz., Independent; and House.

An independent agency is a business that is free to compete for and select its clients. A house agency is owned by its major client. A house agency is not completely free to serve other clients.

The advertising department an integral part of the organization it serves.

The advertising agency provides for the client a minimum of:

(i) Media information, such as the availability of time and space

(ii) Creative skills, such as "campaign planning" and "appeal planning" and

(iii) Research capabilities, such as providing brand preference data.

ADVERTISING AGENCY

An advertising agency is an independent organization set up to render specialized services in advertising in particular and in marketing in general. Advertising agencies started as space brokers for the handling of the advertisements placed in newspapers.

Over the years, the function of the agencies has changed. Their main job today is not to aid media but to serve advertisers.

MAKING THE FINAL DECISION

When you judge the final agency work, keep the following points in mind:

If, despite your instructions, an expensive and glossy presentation has been produced, it is clear that the agency is desperate for business and is prepared to cut down on the service to existing clients in the hope of netting a new account.

A good example of glossy presentations going adrift was reported in Advertising Age, October 9, 1967. Trans World Airlines (TWA) decided to remain with Foote, Cone & Belding after hearing presentations from 17 other invited agencies. The magazine states:

"An executive from one of the losing shops said he was prepared for the gamble, but not for the reaction of one of his clients. The Client, believing reports that the TWA presentations set back the contending agencies by as much as one million dollars, asked his shop to invest a proportionate amount of money in a new campaign for his top product.

"He said, in effect, that we are spending this money to make a presentation for another account, and now we should spend some of his money to improve his advertising," the advertising executive said.

Selecting an Agency

While selecting an advertising agency, the importance of compatibility should be borne in mind. An agency takes a long time to grasp the problems and accumulate the facts that are necessary for the smooth functioning of a client. Though this investment period is long, it pays rich dividends. Therefore, an agency should not be frequently changed.

Here are some points that can help the advertiser to:

(i) Choose an agency; and

(ii) Get the best out of an agency.

CHOOSING AN AGENCY

The agency should be able to think independently on various problems, and not solve them by pre-conceived notions which it is unwilling to change. The agency should have experience in selling goods and ideas. It should be able to bring in more results than anticipated. The company should be financially sound and should be able to cover both local and national advertising campaigns.

The size of the agency should not be seriously taken into account. A big agency is not necessarily better than a small agency.

The agency should not be one that hesitates to correct the advertiser if it feels that he is wrong.

The agency should be able to use both research and brains to solve problems.

An agency that plans to make profit on an account should be chosen, rather than one that maintains that it will work on a no-profit-no-loss basis.

Getting the Best Out of an Agency

- The agency should be given all possible information if good service is expected from it.

- The advertiser should go as far as possible to keep the agency on its toes.

- The agency should be challenged to produce results.

- Criticism, when it is handed out, should not be only unfavourable. It should also be favourable.

- Unnecessary details should not be fussed over.

- The advertiser should appoint a special person for liaison work between his company and the agency, and not expect the agency to contact the junior staff.

- The advertiser should allow the agency, where necessary, to break away from convention in its presentations.

- The agency should be paid extra, if it does any extra work.

22. b. Elucidate the types of advertising appeals?

 ADVERTISING APPEALS:

An advertising appeal is anything that motivates a person to action. Human beings are called bundles of wants. A human being is a strange mix of hopes, ambitions, needs, interests, goals, etc., which motivate him. Various advertisements try to appeal to some of these manifold motives that force people to take action.

An advertising appeal is nothing but a promise of a benefit the advertised product will provide to the buyer. It is said that people do not just buy a product. They buy the promise or hope of achieving something or getting something through the product. For example, the possible promises or appeals for a home appliance could be - comfort, convenience, economy of installation, economy of operation, cleanliness, dependability and durability, safety, multiple operations, many and varied features, trouble free operation and smart looks. However, advertisers use only those appeals that:

- Are most important to the consumers,

- Are not used by competitors,

- Are specific to the brand.

Also three important characteristics need to be considered before selecting the appeals. The appeals need to be:

- Meaningful,

- Distinctive and

- Believable.

An appeal should answer the question 'what does this product or brand have to offer that the others (competitors) don't have'. This distinctiveness or difference from competing products should be conspicuous and demonstrable, so that it can be talked about and showed in the

advertisement. The final characteristic of an appeal is believability. Consumers spend a lot of money and thus they are skeptical or doubtful about the usefulness of the product. They would buy the product only when they believe in the promises made. Sometimes advertisers try to solve this problem of skepticism or doubt by trial offers, guarantees, money back offers and similar assurances.

Sometimes a product has a distinct characteristic. This could be either a physical feature like size, shape, fragrance, weight, etc. Or a functional feature like how well it cleans, how well it works, how long it performs, how little maintenance it requires, etc. One of the problems faced by advertising people is not about finding the possible appeals for a product but selecting the most appropriate appeals that would attract the consumers. A lot of research is conducted by ad agencies to find out the most appropriate appeals.

An advertising appeal can be defined as the 'basic use, service, or satisfaction that the product can give and that the advertisement attempts to present to the customer as a reason to buy'. An advertising appeal represents the blending of two concepts - buying motives and selling points. These two elements are combined into a 'reason to buy'. This helps the prospective consumer relate to the product's benefits. Advertising appeals are usually of two types: emotional and rational. Sometimes moral appeals are used particularly in social advertising. Moral appeals are rarely used in commercial advertisements.

Emotional appeals: A comprehensive list of emotional appeals is given below:

- Ambition - Appetite

- Avoiding hard labour - Curiosity

- Duty - Entertainment

- Guilt - Happy home life

- Hero worship - Home comfort

- Personal Appearance - Security

- Possession - Romance

- Style and beauty - Sympathy for others

- Social recognition - Social approval

- Sports, etc.

The major rational appeals include:

- Cleanliness - Durability

- Economy of purchase - Economy of use

- Protection of others - Rest or sleep

- Safety - Variety of selection

23.a. Describe the principles of advertising layout?

PRINCIPLES OF DESIGN AND LAYOUT

It is not necessary that all elements of advertisement copy must form part of the copy. They appear in today's ads with varying degree of frequency. The components of the copy must be decorated or positioned on the basis of certain basic principals regardless of the number of elements in an add. The following five principles of good composition are important to anyone who creates or evaluates the advertisement.

(1) Balance

(2) Proportion

(3) Contrast and emphasis

(4) Eye –movement, and

1. Balance

A layout may be called balanced if equal weight or forces are equidistant from a reference point or a light weight is placed at a greater distance from the reference point than a heavy weight.

Balance is the law of nature. The reference point or fulcrum is the optical centre of the advertisement. The artists with a given area or space, are to place all the elements with in this space. Optical centre of fulcrum of the ad is often a point approximately two – thirds of the distance forms the bottom. It is the reference of the layout.

2. Proportion

Proportion is closely related to balance since it refers to the division of space among layout elements for a pleasing optical effect. Good proportion in an advertisement requires a desired emphasis on each element in terms of size and position. If the major appeal in an advertisement is product's price. The price should be displayed in proportionate space position.

3. Contrast and Emphasis

Contrast means variety. It gives life to the whole composition and adds emphasis to selected important elements. An advertiser always looks to advertisements from completion point of view and desires the policy of the most important elements to attract the attention of the people. An advertisement with good contrast may attract the attention of customers contrast maybe visible in a number of ways. It may be witnessed through sizes, shapes and colours. Different colours sizes and shapes of elements in an advertisement add contrast.

The varying directions, of design elements (Vertical trees, horizontal pavements arched rainbows) add contrast. There must be sales communication purpose behind every layout decision made.

4. Eye Movement

Eye movement is the design principle which helps move the eyes of the readers from element to element in the order given in the hierarchy of effects model for effective communication of the

message in advertising. An effective ad uses movement to lead its reading audience from initial message awareness through product knowledge and brand preference, to ultimate action (intent to purchase). Direction and sequence are two terms for the same element and artists may perform it in many ways. Mechanical eye direction may be created by devices such as pointing fingers lines arrows or even a bouncing ball that moves from unit to unit. Planned eye movement should follow the established reading patterns too, such as the tendency to start to top left corner of a page and read through to the lower right corner. The eyes also moves naturally from large items to small from dark to light and from colours to not – colours.

23. b. Elucidate the process in advertising campaign?

THE PROCESS OF MAKING AN ADVERTISING CAMPAIGN IS AS FOLLOWS:

1. **Research:** first step is to do a market research for the product to be advertised. One needs to find out the product demand, competitors, etc.

2. **Know the target audience:** one need to know who are going to buy the product and who should be targeted.

3. **Setting the budget:** the next step is to set the budget keeping in mind all the factors like media, presentations, paper works, etc which have a role in the process of advertising and the places where there is a need of funds.

4. **Deciding a proper theme:** the theme for the campaign has to be decided as in the colors to be used, the graphics should be similar or almost similar in all ads, the music and the voices to be used, the designing of the ads, the way the message will be delivered, the language to be used, jingles, etc.

5. **Selection of media:** the media or number of Medias selected should be the one which will reach the target customers.

6. **Media scheduling:** the scheduling has to be done accurately so that the ad will be visible or be read or be audible to the targeted customers at the right time.

7. **Executing the campaign:** finally the campaign has to be executed and then the feedback has to be noted.

STEPS TO KEEP YOUR ADVERTISING CAMPAIGN ON TRACK AND SUCCESSFUL:

1. **Market research:** Before you even start thinking about where you might want to place an ad or even what it could look like, it's important to do at least some basic research. Even if you aren't in a position to bring in an expensive research firm, you can ask your current customers questions about why they come back to you, as well as taking a close look at your target demographics' needs and interests.

2. **Budgeting:** Your business probably has a set advertising budget for the year — but how do you divvy it up between your various advertising projects? For each project you're planning, you need to be clear on just how much money you're willing to spend. You'll almost certainly change exactly how you divide it between costs like copy writing and design, but you can treat the overall amount as set in stone. Write it down and put it in your project folder.

3. **Setting goals:** The aims you have in mind for a particular advertising project need to be written down ahead of time. While it's good to be ambitious, it's also important to decide what constitutes a successful advertising campaign for your business. Sales can be the simplest metric: if you're advertising a particular product, how many units will you need to sell to pay for that campaign?

4. **Advertising venue:** The website, TV station, newspaper, radio station, magazine or other advertising venue you place your ad with is a crucial decision. You'll need to look at not only the cost of your preferred venues but also whether they reach your target

demographic. Ad buys can make up a significant portion of your budget. Deciding on where you will place your ads first tells you how much money you'll have left over for actually creating your ad.

5. **Choosing creative's:** Unless you're planning to write, shoot and design every part of your ad, you'll probably need to bring in some help. Finding the right freelancers for each aspect requires checking through portfolios and rates — if you can find a business or freelancer who can handle all aspects of creating your ad, even if that means subcontracting, it can save you a lot of time. You'll also want to make sure that you find any talent you'll need for your ad (voice actors for radio, models for photography and so on).

6. **Design and wording:** While you may not have a lot of actual writing and designing to do for your ad, during the creation process you will need to review and sign off on different stages of the project. When starting with a new designer or other creative, make sure that you both know any expectations for timelines and progress checks.

7. **Placing the ad:** Once you have a finished ad in hand, it's time to actually place it with your preferred advertising venue. You may have a few contracts to sign and a check to hand over. You'll also want to make sure you actually see your ad once it's run from a newspaper, for instance, you'll want to see the tear sheets of pages containing your ad.

8. **Evaluation:** Depending on your ad, how you evaluate it can vary. If it included a coupon, for instance, you can simply count how many customers brought in the coupon. For other ads, you may be simply comparing sales before, during and after your advertising campaign. Spend as much time on analyzing how your advertising campaign worked as you can. That information can point you to more effective uses of advertising in the future.

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4. **Deciding a proper theme:** the theme for the campaign has to be decided as in the colors to be used, the graphics should be similar or almost similar in all ads, the music and the voices to be used, the designing of the ads, the way the message will be delivered, the language to be used, jingles, etc.

5. **Selection of media:** the media or number of Medias selected should be the one which will reach the target customers.

6. **Media scheduling:** the scheduling has to be done accurately so that the ad will be visible or be read or be audible to the targeted customers at the right time.

7. **Executing the campaign:** finally the campaign has to be executed and then the feedback has to be noted.

STEPS TO KEEP YOUR ADVERTISING CAMPAIGN ON TRACK AND SUCCESSFUL:

8. **Market research:** Before you even start thinking about where you might want to place an ad or even what it could look like, it's important to do at least some basic research. Even if you aren't in a position to bring in an expensive research firm, you can ask your current

customers questions about why they come back to you, as well as taking a close look at your target demographics' needs and interests.

9. **Budgeting:** Your business probably has a set advertising budget for the year — but how do you divvy it up between your various advertising projects? For each project you're planning, you need to be clear on just how much money you're willing to spend. You'll almost certainly change exactly how you divide it between costs like copy writing and design, but you can treat the overall amount as set in stone. Write it down and put it in your project folder.

10. **Setting goals:** The aims you have in mind for a particular advertising project need to be written down ahead of time. While it's good to be ambitious, it's also important to decide what constitutes a successful advertising campaign for your business. Sales can be the simplest metric: if you're advertising a particular product, how many units will you need to sell to pay for that campaign?

11. **Advertising venue:** The website, TV station, newspaper, radio station, magazine or other advertising venue you place your ad with is a crucial decision. You'll need to look at not only the cost of your preferred venues but also whether they reach your target demographic. Ad buys can make up a significant portion of your budget. Deciding on where you will place your ads first tells you how much money you'll have left over for actually creating your ad.

12. **Choosing creative's:** Unless you're planning to write, shoot and design every part of your ad, you'll probably need to bring in some help. Finding the right freelancers for each aspect requires checking through portfolios and rates — if you can find a business or freelancer who can handle all aspects of creating your ad, even if that means subcontracting, it can save you a lot of time. You'll also want to make sure that you find

any talent you'll need for your ad (voice actors for radio, models for photography and so on).

13. **Design and wording:** While you may not have a lot of actual writing and designing to do for your ad, during the creation process you will need to review and sign off on different stages of the project. When starting with a new designer or other creative, make sure that you both know any expectations for timelines and progress checks.

14. **Placing the ad:** Once you have a finished ad in hand, it's time to actually place it with your preferred advertising venue. You may have a few contracts to sign and a check to hand over. You'll also want to make sure you actually see your ad once it's run from a newspaper, for instance, you'll want to see the tear sheets of pages containing your ad.

15. **Evaluation:** Depending on your ad, how you evaluate it can vary. If it included a coupon, for instance, you can simply count how many customers brought in the coupon. For other ads, you may be simply comparing sales before, during and after your advertising campaign. Spend as much time on analyzing how your advertising campaign worked as you can. That information can point you to more effective uses of advertising in the future.

While following such a set process may seem like it would stifle the creativity necessary to put together a new ad, following these steps can actually make it easier.

24.a. Elaborate the qualities of good sales force?

Effective sales representatives have a style unique to their personalities, interests and experiences. Moreover, different types of sales teams--executives, telemarketers, door-to-door representatives--will typically have different characteristics. At the same time, however, all high-performance sales teams tend to share a few fundamental traits. Some are developed over years of experience in a variety of social, academic and professional environments; others can be taught and learned in quality sales workshops.

Confident

Members of an effective sales force are confident in their abilities as salesmen and in the value of their product or service. Their confidence is evident in body language, direct eye contact, enthusiasm and assumption of the sale. Potential clients will tend to feel persuaded to believe in the quality and value of a product when they see the sales representative is genuinely sold on the product.

Organized

Organizational skills are extremely important in sales, especially when dealing with dozens of clients with different personalities, needs and timetables. An organized sales force is punctual, prepared for anything and on top of all accounts, goals and targets. Disorganization can result in lost leads and sales opportunities; it can also cause a lack of preparation for sales meetings which can offend clients and result in higher stress.

Motivated

Effective sales representatives are motivated to sell. This is due to many factors like commission incentives; respect and recognition at the office; loyalty to the company they represent; and perhaps most importantly, a sincere belief they are providing their clients with a product that will benefit them in some way. Motivation and drive will help representatives maintain their energy and enthusiasm levels, and focus their will on reaching their sales targets and professional goals.

Professional

In sales, professionalism can relate to the way you dress and take care of yourself (hygiene), the caliber of your language, the timing of your sales calls and your ethics when dealing with clients. An effective sales force is sharply dressed, polite and courteous, considerate of a client's time and honest and forthright in all dealings. To hire sales representatives not exemplifying these attributes is to do your product and company a complete disservice.

Solution-Oriented

Effective sales representatives see challenges, not problems, and never let a challenge stop them from reaching a professional goal. When they run into a challenge, they are motivated to look for solutions instead of getting discouraged and frustrated. This characteristic is especially important for sales leaders who are looked to for support and guidance.

Enthusiastic

High-performance sales teams are enthusiastic. They exhibit positive energy that is infectious; this helps them disarm tough customers and increase their sales numbers.

24.b. Elaborate the sales force recruitment process?

Recruitment is the process of communicating the requirements of some particular job among the suitable job aspirants, finding potential job applicants, and encouraging them to apply for the same. It begins when new recruits are sought and ends with the submission of applications. It generates a pool of applicants from which suitable applicants are selected. A successful sales team is the result of a successful recruitment strategy.

Recruitment Process

A new or existing firm will go through a number of stages for filling the positions for recruitment purposes. It involves doing the analysis of the jobs, writing job descriptions and specifications, evaluating the sources from which suitable sales people can be acquired, tapping these sources and selecting the right people. These stages are highlighted in the figure below. The recruitment process lays the foundation for the selection. The selection process is meaningless if appropriate and adequate candidates are not attracted through the recruitment process. The ultimate outcome of the entire recruitment process is selection of the most suitable person.

1. **Conduct a job analysis-** Job analysis is the process of examining jobs so as to understand the key requirements, responsibilities and conditions of each job. A job analysis shows the title of the job, important tasks to be performed, for what is the employee responsible, and to who is the employee responsible and accountable. It is a detailed description of the role and duties of the employee within the organization. The information provided by job analysis is used to choose employees who fit the requirements according to the detailed descriptions either from the existing staff or from the recruitment of new employees. It spells out the role, job content, performance expectations, necessary qualities and the training requirements of a job. It also describes the type of equipment and materials which are to be used with the job e.g. what type of customers the sales person will handle, what problems will he encounter in dealing with competition, what aids will he/she work with etc. It helps identify the nature of the work and areas of danger at work. It also helps in evaluating the job and setting its worth by establishing rates of pay for job tasks.

2. **Preparing Job descriptions -** A job description is the result of a formal job analysis and sets out to explain to current position holders and prospective sales persons, the duties and responsibilities of the sales position, the skills needed to perform the job and the criteria for evaluation.

It is used as a guideline for an employee and his superior as to his or her role and responsibility within the organization. Job Analysis should clearly spell out tasks in objective and quantitative terms e.g. the number of sales calls and their frequency, the type and number of reports to be posted, the customer servicing requirements etc.

3. **Preparing Job Specifications -** The duties and responsibilities given in the job description help define the job specifications that highlight the mental and physical qualities that are required of the jobholder. A job specification for a trainee manager's in a retail store may read like this:

'The Retail Store Manager would be expected to estimate customers' potential needs, communicate effectively, show responsibility. The job requires team players that are intelligent, tough and talented. They should have a flair for sales, post graduate education in retail strategy or a management diploma, technical knowhow to sell, and a desire to excel personally and financially.' Job analysis, description, and specification can improve the manager's ability to recruit and select qualified sales personnel and provide useful information to a business.

4. **Attracting candidates for recruitment -** Any organization cannot underemphasize the need to attract a large pool of candidates for recruitment. Very few applicants may lead to hiring of an incompetent or unsuitable candidate. The firm should highlight the requirements and qualifications for the sales position(s) clearly so that the right type and enough number of people apply. The tapping of right kind of source of recruitment is crucial at this point. An advertisement on the Internet job site will attract a different person than an advertisement in "The Economic Times" so choosing the right method or tool becomes very crucial to the success of recruitment effort.

25.a. Explain the impact of sales promotion tools in sales?

METHODS OF SALE PROMOTION

Promotion may be broadly classified either immediate or delayed. Those that offer an immediate reward tend to be more effective because of their immediacy, which is consistent with the short-term tactical nature of promotions. Immediate reward promotions include such things as price reduction, bonus packs, and coupons. Delayed promotion techniques delay the reward, usually

until after the target audience takes some action. Delayed reward promotions include such things as sweepstakes, rebate offers, and frequent flyer programmes.

Promotions are usually thought of as aimed at consumers, but in fact much more money is invested in promotion to the trade than to the consumers. There are three fundamental types of promotion: consumer promotion, retail promotion and trade promotion. They are used to get consumers to try or to repurchase the brand and to get the retail trade to carry and to "push" the brand. Finally retailers use promotions to clear their inventory of slow moving, out of season, or shelf-unstable products. Retailers thus run their own promotions aimed at consumers, such as price off, displays, frequent shoppers programme and so on.

CONSUMER ORIENTED PROMOTIONS

Consumer will not make a distinction between trade promotions delivered at retail outlets, retail promotions, and consumer promotions. If they see a special display in the store or have a coupon or see a price special, they are not concened with whether it was the brand or the retailer that was responsible. But, from the brand's perspective, there is a world of difference. Consumer promotions are initiated by the brand, not the retailer, and the brand controls the content. As it happens, consumers tend to have a pretty good idea about how often brands are promoted. This is important to the brand, because it will affect consumer buying strategy for the brand in the light of the perception of the brand's availability on promotion.

So, even if you do not have control over retail promotions that includes your brand, it is essential that you have knowledge in your promotion strategy. There are six fundamental consumer can be considered: coupons, refund and rebates, sampling, loyalty sweepstakes and premiums.

Six basic consumer promotions

Coupons	Are low cost, and the most common form of promotion
Refund and rebates	Offers large price discounts, usually with more expensive products
Sampling	Provides an opportunity to try or use brand at little or no cost
Loyalty	Encourages repeat purchase
Sweepstakes	Helps create excitement and reinforce brand image at a relatively low cost
Premiums	Helps facilitate purchase by offering reward or bonus

Coupons: A coupon is a price reduction offer to a consumer. This could be a percentage off on the retail price of the merchandise or an offer for the future. Coupons can be of various kinds, each with a specific objective. Instant redemption coupons can be redeemed with a purchase to reap the benefit instantly. Some coupons are offered after a purchase has taken place for a repeat purchase. Such a coupon can be given at the time of delivery or could be in the package.

Refunds and Rebates: This scheme offers 100% refund in case of dissatisfaction after a purchase. Rebates can be a one-time purchase or could be a coupon issued for the next purchase. This ensures that the shopper returns for the second purchase to avail of the rebate. Fast food giants use this scheme often.

Sampling Giving people free samples or trial pack is another promotional technique and is an excellent way to get consumers to try a product. This form of consumer promotion is found to be especially useful when one is introducing a product for the first time. It is commonly used in the case of fast moving consumer goods such as detergent, soft drinks, confectionaries etc. In this case a small quantity of the product is given as a sample.

Loyalty Programmes Loyalty programmes are initiated by companies to express their bond with loyal customers. Loyalty points are added by airlines, credit card companies. Indian Airlines have loyalty programme 'frequent flier' offer for those flier who continuously purchase Indian Airlines tickets.

Contests and Sweepstakes

These schemes offer a chance for participants to get something for nothing, based on some sort of skill or ability. These are run to create an excitement amongst the target segment. Sweepstakes require that participants submit their names which are included in a draw or other chance selection. Contests are normally advertised extensively and test more often than not the knowledge of the consumer on the product or some other skill. For example, contest may involve completion of sentence which might say" I like this product because……." or it could involve developing a slogan.

Premiums These are prizes, gifts, and special offers that the consumers are offered at the time of purchase. Getting an fairness cream along with face wash could work as an attractive premium for women, or a hair conditioner with shampoo.

Premium can be of varying kinds, including in-mail premiums. In case, the prospect is required to send proof of the purchase to receive the gift. Sometimes the agent may even bring the entry form. Many magazines have subscription schemes that offer various premiums such as pen sets, sun glasses, planners, etc.

RETAIL PROMOTION

PRICE OFF

This kind of promotion offers a consumer a certain percentage discount that is generally reflected on the price tag. The old price is crossed out and the discounted price stamped in to assure the customer of the value transfer on purchase. A price off is simple and attractive phenomenon and attracts prospective buyers. Price-off are generally announced with end-of-season sales, specially at places that experience strong variation between winters and summers for instance. It makes

sense for marketers to dispose of merchandise in the same season rather than store them for the next year, which costs money; besides' fashion may change by then.

DISPLAYS AND POINT-OF-PURCHASE MATERIAL:

Point of purchase (POP) displays is an important promotional tool because they can help a manufacturer obtain more effective in store merchandising of products. Point-of-purchase displays are very important to marketers since many consumers make their purchase decisions in the store. In fact, some studies estimate that nearly two-thirds of consumer's buying decisions are made in retail store. Thus it is very important for marketers to get the attention of consumers, as well as to communicate a sales or promotional, messages through POP displays.

25.b. Discuss the roles and responsibilities of a salesman in personal selling?

ROLE AND RESPONDISBILITIES OF SALESMAN IN PERSONAL SELLING

(i) Personal confrontations: Personal selling involves an immediate and interactive relationship between two or more persons each party is able to observe the other's reactions at close hand.

(ii) Cultivation: Personal selling permits all kinds of relationships to spring up, ranging from a matter of fact selling relationships to a deep personal friendship. Sales representatives usually have customer's best interests at heart.

PRINCIPLES OF PERSONAL SELLING:

Personal selling is more of an art. Often effective sales persons have an instinct. Yet, it is realized that proper training can enhance the skills of good salesmen. In present times, personal selling is becoming more and more customer oriented because no more do are have a buyer's market. Three major aspects of personal selling are :

i) Professionalism

ii) Negotiations

iii) Relationship marketing

(i) Professionalism: The belief that good sales are born is giving way to professional approach to the sales activity. The sales managers realize the importance of training of the sales force and spend huge sums of money each year for the same. We find the market flooded with training aids comprising of books, video and audiocassettes, CD's and many more. The aim at sharpening the skills of a salesman to make him more and more effective.

All sales training approaches try to convert a sales person from a passive order taker into an order setter. An order taker is passive and is dominated by the situation. An order getter moulds the situation in his favour and takes charge in order to achieve his objectives. The modern professional approach to salesmanship is customer oriented. The act of selling is projected as aimed at solving the problems of the customers. Such an approach is satisfying the customers more thereby making sales activity more and more effective. The sales personal are trained to understand the situation and they formulate their reaction because no single approach works in all situations.

(ii) Negotiation: Negotiation skills are one of the most important skills of a salesman. The two parties need to reach agreement on price and other terms of sales. A good salesman wins the order without making deep .concessions that will hurt his profitability. Also, he must not unduly extract the customer because such as approach will be detrimental in long run. This process of exchange by way of negotiation is more of an art. Learnt by salesman over time.

The professional approach to negotiation identifies the zone of agreement between the seller's surplus and buyer's surplus. Such an understanding helps in reaching at the agreement point where both the parties feel satisfied.

(iii) Relationship marketing: As the salesman becomes close to the customers, the transactional nature of the selling approach gives way to the relationship approach.

PART – A (20 X 1 = 20 Marks)
(Question No. 1 to 20 Online Examination)

1. Advertising is one of the _____ mix

   a. Selling   b. Production   **c. Promotion**   d. Product

2. The series of action to attain media objectives is_____

   a. Media planning   b. Media strategy   c. Media selection   d. Media buying

3. Building selective demand is the objective of which type of advertising _____

   a. Informative advertising   **b. Persuasive advertising**   c. Reminder advertising

   d. Demand-driven advertising

4. Advertising is subject to _____

   a. Social norms   b. Group norms   c. Company norms   d.   Dynamic norms

5. Every advertisement is the outcome of the contribution of _____

   a. Agency   b. Advertisement   c. Specialists   **d. Advertiser**

6. What is the main objective of informative advertising_____

   a. To create selective demand   **b. To stimulate primary demand**   c. Create Demand

   d. To manage supply

7. Incentive based compensation system initiated on_____

   a. 1880   b. 1990   **c. 1980**   d. 1970

8. Advertisement copy must have a _____ appeal

   a. Impersonal   b. Binomial   c. Personal   **d. Nominal**

9. Lithography is used extensively for _____advertising

   a. Indoor   b. Direct mail   c. Outdoor   **d. Display**

10. Typography series runs from _____ point to 72 point size

   a. 5   b. 2   c. 3   d. 4

11. "Planning is deciding in the present what to do in future" defined by_____

   a. M.E.Herely   b. Phillip kotler   c. Stanton   d. Hall

12._____ is called as the subordinates of the main headlines.

   a. Slogans   **b. Sub headlines**   c. Illustrations   d. Head lines

13. _____ world's finest fabrics since 1925.

   a. LG   b. BPL   **c. Raymond's**   d. ARC

14. Sales force management is a special type of _____ management

   a. Impersonal   b. Advertising   **c. Personal**   d. Agency

15. Modern sales manager practice the principles of _____management

   a. Internal   b. Estimated   **c. Scientific**   d. Patterned

16. Group training is most suitable for the development of_____

   a. Buyer   b. Consumer   c. Attitudes   **d. Sales man**

17. Promotions that are aimed at intermediary in the distribution channel are known as_____

   a. Trade promotions   b. Sales promotion   c. Consumer promotion   **d. Sale force promotion**

18. The strategy that encourages dealers and distributors to sell a product is known as _____

   a. Push   b. Pull   c. Combination   d. Marketing

19. Changes in money supply and interest rates lead to an era of continuous _____

   a. Sales Promotion   **b. Promotion**   c. Product   d. Product mix

20. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.

   a. Personal selling   b. Public relations   c. Direct marketing   d. Sales promotion

PART – B (5 X 8 = 40 Marks)
ANSWER ALL THE QUESTIONS

21. a. Define advertising and describe its characteristics?
            (or)
   b. Elaborate the various methods of advertising media?

22. a. Explain the functions of advertising agency?
            (or)
   b. Explain the types of advertising appeals?

23. a. Describe the role of advertising layout?
            (or)
   b. Briefly describe the functions of advertising campaign?

24. a. Describe the need and importance of sales quota and sales territories?
            (or)
   b. Describe the importance of training to the sales force?

25. a. Describe the marketing promotion communication tools in detail?
            (or)
   b. Elucidate the various process in personal selling?

Prepared by : Dr. M. Usha
       Department of Management (UG)

Reg. No.....................................

[16AEC101]

KARPAGAM UNIVERSITY
Karpagam Academy of Higher Education
(Established Under Section 3 of UGC Act 1956)
COIMBATORE – 641 021
(For the candidates admitted from 2016 onwards)

B.Com, B.Com (CA), B.Com (PA), B.Com (BPS), B.Com (CS), BBA, DEGREE EXAMINATION, NOVEMBER 2016
First Semester

BUSINESS COMMUNICATION

Time: 3 hours   Maximum : 60 marks

PART – A (20 x 1 = 20 Marks) (30 Minutes)
(Question Nos. 1 to 20 Online Examinations)

PART B (5 x 2 = 10 Marks) (2½ Hrs)
Answer ALL the Questions

21. What is meant by communication process?
22. Give out the types of communication
23. What is meant by Organizational barrier?
24. Define Memorandum
25. What do you mean by presentation?

PART C (5 x 6 = 30 Marks)
Answer ALL the Questions

26. a) Write a note on the need and importance of business Communication.
                   Or
    b) Discuss the forms of communication.

27. a) Comment on the types of communication
                   Or
    b) Explain in detail on Barriers of communication.

28. a) Draft a sales letter introducing a new model scooter.
                   Or
    b) "A tactfully written letter of complaint will alone bring a proper adjustment".
       Illustrate the truth of his statement.

29. a) Draft a minute of the Annual general meeting of the shareholders of the Reliance Industries.
                   Or
    b) Explain in detail on social correspondence.

30. a) Briefly discuss the importance of downward communication.
                   Or
    b) Express the importance of Letter writing.

1

2

KARPAGAM UNIVERSITY

Karpagam Academy of Higher Education
(Established Under Section 3 of UGC Act 1956)
COIMBATORE – 641 021
(For the candidates admitted from 2014onwards)

BBA DEGREE EXAMINATION, NOVEMBER 2016
Fifth Semester

BUSINESS ADMINISTRATION

ADVERTISING AND SALES PROMOTION

Time: 3 hours   Maximum : 60 marks

PART – A (20 x 1 = 20 Marks) (30 Minutes)
(Question Nos. 1 to 20 Online Examinations)

PART B (5 x 8 = 40 Marks) (2 ½ Hours)
Answer ALL the Questions

21. a. Elucidate the types of print media advertising and describe its merits and demerits?

Or

b. Describe the classification of advertisement?

22. a. Explain the features of good advertising agency?

Or

b. Determine the various methods followed in advertising budget?

23. a. Describe the essentials of advertising campaign?

Or

b. Elucidate the nature of repeat and remainder advertising?

24. a. Describe the significant role of the sales force management?

Or

b. Determine the importance of training in sales force?

25. a. Explain the need and importance of personal selling?

Or

b. Describe the methods of sales promotion?

[12BAU602]

KARPAGAM UNIVERSITY
(Under Section 3 of UGC Act 1956)
COIMBATORE – 641 021
(For the candidates admitted from 2012 onwards)

BBA DEGREE EXAMINATION, APRIL 2015
Sixth Semester

BUSINESS ADMINISTRATION

ADVERTISING AND SALES PROMOTION

Time: 3 hours   Maximum : 100 marks

PART – A (15 x 2 = 30 Marks)
Answer ALL the Questions

1. Define the term advertising.
2. What is meant by publicity?
3. Give the meaning of industrial advertising.
4. State the meaning of advertising agency.
5. What is an advertising budget?
6. State any three elements of copy writing
7. List out any two functions of Layout.
8. State the meaning of repeat advertisement.
9. What is Lithography printing?
10. Bring out the meaning of recruitment
11. Write short note on aptitude test.
12. Write any two needs for motivation.
13. Define sales promotion.
14. What is personal selling?
15. Write short note on Promotional Mix.

PART   B (5 X 14= 70 Marks)
Answer ALL the Questions

16. a. State and explain the specific objectives of advertising.
Or
b. Explain briefly in various kinds of Outdoor advertising Media.

17. a. Mention the functions of advertising agency
Or
b. Define advertising budget. What are the factors to be considered while setting it?

18. a. Discuss the principles of effective design and layout.
Or
b. State briefly the elements in advertisement campaign planning.

19. a. Briefly describe the sources of recruitment of sales personnel.
Or
b. What are the factors determining allocation of sales territories.

20. Compulsory : -

Discuss the various kinds of sales promotion.

Reg. No....................................

KARPAGAM UNIVERSITY

[09BBU601]

(Under Section 3 of UGC Act 1956)

COIMBATORE – 641 021

(For the candidates admitted from 2009 onwards)

BBM DEGREE EXAMINATION, APRIL 2012

Sixth Semester

BUSINESS MANAGEMENT (COMPUTER APPLICATIONS)

ADVERTISING AND SALES PROMOTION

Time: 3 hours

Maximum : 60 marks

PART – A (20X ½ = 10 Marks)
Answer ALL the Questions

1. Advertising is a _____ concept
   a)Macro   b)Micro   c) Both   d) hypothesis

2. Advertising is a mass _____ process
   a)Organization   b)Production   c)Selection   d)Communication

3. The pure advertising formula is _____
   a)AIDA   b)4 P'S   c)4 C'S   d)4P'S &4C'S

4. In AIDA - D denotes for
   a)decision   b) design   c)delegation   d)desire

5. _____ found inside the vehicles in a fleet
   a) car cards   b) outside posters   c) station posters   d) art exhibitions

6. --------- is a method of compensating agencies based on commission
   a) commission method   b) fixed fees method   c) cost basis method
   d) commission basis method

7. _____ appeals affects consumers social or psychological needs for purchasing.
   a) rational appeals   b) emotional appeals   c) fear appeals
   d) humor appeals

8. Advertising Layout is the _____ drawing for an advertisement
   a)working   b) designing   c)packing   d)colouring

9. _____ is an art and science of communicating ideas that serve the requirement of modern marketing
   a)Anvertising layout   b) ad campaign   c)copy writing   d) ad budget

10. _____ is getting across the perfect message with perfect words
    a)ad agency   b) ad campaign   c)copy writing   d) ad budget

11. Lithography is an _____ method
    a)expensive   b)low cost   c)high cost   d)least cost

12. _____ is used by the advertisers to educate and impress the readers prospective customers
    a) signature slogan   b) coupon   c) the price   d) slogans

13. _____ is one of the oldest simple and most commonly used method of compensation
    a) time based   b)performance based   c) competitors based
    d) time and performance

14. It is a performance based method and believes in payment by results
    a) straight commission method   b) salary plus method   c)bonus method
    d) salary and bonus method

15. Sales force management is a specialized type of _____ management
    a)impersonal   b)advertising   c)personal   d)agency

16. The personnel turnover rate is analysed _____ to determline the casuses
    a)periodically   b)annually   c) weekly   d)yearly

17. Sales force management is a concern of sales _____at all organizational levels
    a)periodically   b) annually   c)weekly   d)executives

18. Indoor sales men is otherwise called as ---------------------
    a)Consumers   b)retail store salesmen   c) purchaser   d) buyer

19. Speciality goods are generally sold by a----------------- salesman
    a)Wholesaleler   b)retailer   c)manufacturer   d) travelling

20. _____ act as the one of the best source of personal selling
    a) customer   b) sellers   c) distributor   d) manufacturers

PART B (5 X 4= 20 Marks)
Answer ALL the Questions

21. a. What do you mean by advertising? Explain its characteristics.
                    Or
    b. What are the different forms of Direct mail advertising?

22. a. Explain the term advertising agency. Mention its need
                    Or
    b. Explain the elements of advertising copy in detail.

23. a. What is advertising layout? Explain its functions.
                    Or
    b. Explain in detail the characteristics of advertising design and layout.

24. a. Write in detail the selection and recruitment process for sales force.
                    Or
    b. What do you mean by sales territories? Explain its objectives.

25. a. Define sales promotion. What are its objectives?
                    Or
    b. Explain the process of personal selling.

PART C (3 x 10 = 30 Marks)
Answer any THREE Questions

26. What are the merits and demerits of press media? (News Paper)

27. Explain the various classification of advertising copy.

28. What are the basic steps in advertising compaign planning?

29. Explain the term sales quotas. Bring out the benefits and types.

30. Explain the various types of dealers and consumers sales promotion.

3

[15BAU503]

KARPAGAM UNIVERSITY
Karpagam Academy of Higher Education
(Established Under Section 3 of UGC Act 1956)
COIMBATORE – 641 021
(For the candidates admitted from 2015 onwards)

BBA DEGREE EXAMINATION, NOVEMBER 2017
Fifth Semester

BUSINESS ADMINISTRATION

ADVERTISING AND SALES PROMOTION

Time: 3 hours   Maximum : 60 marks

PART – A (20 x 1 = 20 Marks) (30 Minutes)
(Question Nos. 1 to 20 Online Examinations)

PART B (5 x 8 = 40 Marks) (2 ½ Hours)
Answer ALL the Questions

21. a. Define advertising and explain its characteristics?
    Or
    b. Elaborate the various methods of advertising media?

22. a. Explain the functions of advertising agency?
    Or
    b. Elucidate the types of advertising appeals?

23. a. Describe the role of advertising layout?
    Or
    b. Briefly describe the functions of advertising campaign?

24. a. Describe the need and importance of sales quota and sales territories?
    Or
    b. Elaborate the importance of training to the sales force?

25. a. Describe the marketing promotion communication tools in detail?
    Or
    b. Elucidate the various process in personal selling?