

Question 1: Advertising has great influence on us whether we are aware of it or not, now it is considered as fundamental elements for the companies. Explain, why advertising is necessary for any organization?

Question 2: Advertising is conveying different appeals to execute their messages by using creative strategy. How would you explain the creative strategy also identify the steps of creative process?

Question 3: An ABC Company asks you to develop an advertising campaign for newly launched consumer product. What steps you will keep in mind in order to develop effective advertising campaign?

Question 4: Every product has tenure in a market, some products occupy the market and some are obsolete. Keeping product life cycle in mind, explain the stages of product life cycle and give the example of any product that are near to decline or obsolete.

Answer:

There are four stage of product life cycle:

Introduction

In this stage product is manufacture and introduce in the market. The resources are utilized and the expenses are involved. No return even it adds to advertising expenses. The sale is at zero and no demand at all.

Due to lot of other product or services in the market.

Growth

At this stage the graph of sale rises up step by step as the product creates its own place in the market and customers start purchasing it. the sale increases. Product becomes familiar to the customer. Consumer starts attesting the utility of product.

Maturity

In this stage the product or service in the markets starts getting its proper market share and the sale at this stage is at its peak. The graph of sale is right at the top of the graph. The product enjoys lot of demand and sale is at its maximum point .

Decline

At this stage the sale and demand both decrease to its minimum. Due to many reasons. It may be new technology introduced by the competitors and ours is old. The taste changes of consumers and the competition increase. At this stage the graph comes down.

The advent of new mobile technology the communication system previously used like wireless telephony and telephonic communication are passing through stages to decline.

Question 5: Suppose you are going to advertise your product on TV. What are the limitations you will face while using TV as a medium?

Question 6: The process which determines what place will be occupied in the given market with the ongoing products is called positioning. Explain different ways to position a product,