

# 31 Lecture - MGT211

## Important Subjective

1. **What is the difference between advertising and promotion?**

Answer: Advertising is a form of communication that is used to promote a product or service through paid media such as TV, radio, or print media. Promotion is a broader term that includes various activities used to promote a product or service, including advertising, sales promotion, and public relations.

2. **What is the purpose of a sales promotion?**

Answer: The purpose of a sales promotion is to increase sales in the short term by offering incentives such as discounts, coupons, or free samples to encourage consumers to buy a product or service.

3. **What is the role of advertising in brand building?**

Answer: Advertising plays a crucial role in brand building by creating brand awareness, shaping consumer perceptions of the brand, and building an emotional connection with the brand. Advertising helps to differentiate a brand from its competitors and can create a unique brand identity.

4. **What is the difference between push and pull promotion strategies?**

Answer: Push promotion strategies involve pushing a product or service onto consumers through advertising and other promotional activities. Pull promotion strategies, on the other hand, aim to create demand for a product or service by building brand awareness and encouraging consumers to seek out the product.

5. **How do businesses choose which media channels to use for advertising?**

Answer: Businesses choose media channels based on factors such as the target audience, the message they want to convey, and the budget available for advertising. Different media channels have different costs and reach different audiences, so businesses need to consider these factors when choosing media channels.

6. **What is the purpose of public relations in advertising?**

Answer: The purpose of public relations in advertising is to create a positive image for a company or brand through various activities such as media relations, community outreach, and crisis management. Public relations can help to build trust and credibility with consumers and enhance the overall reputation of a brand.

7. **What is a target audience in advertising?**

Answer: A target audience is a specific group of consumers that a business wants to reach with its advertising message. The target audience is identified based on factors such as demographics, psychographics, and behavior.

8. **How does advertising affect consumer behavior?**

Answer: Advertising can affect consumer behavior by shaping consumer perceptions of a brand, creating a desire for a product or service, and influencing purchasing decisions. Effective advertising can create an emotional connection with consumers and encourage them to buy a

product or service.

9. **What is the role of social media in advertising?**

Answer: Social media has become an important channel for advertising, as it allows businesses to reach a large audience at a relatively low cost. Social media platforms such as Facebook, Twitter, and Instagram provide businesses with the ability to target specific demographics and engage with consumers directly.

10. **How do businesses measure the effectiveness of their advertising campaigns?**

Answer: Businesses measure the effectiveness of their advertising campaigns by tracking metrics such as sales, brand awareness, website traffic, and social media engagement. By analyzing these metrics, businesses can determine whether their advertising campaigns are achieving their desired goals and make adjustments as needed.