

33 Lecture - MGT301

Important Subjective

- 1. What is the difference between a print ad and a digital ad?**
Answer: A print ad is a form of advertising that appears in print media, such as magazines or newspapers, while a digital ad is an online ad that appears on websites, social media platforms, or search engines.
- 2. What are the advantages and disadvantages of using TV commercials for advertising?**
Answer: The advantages of using TV commercials include a wide reach and the ability to showcase a product in a visual and engaging way. However, TV commercials can be expensive to produce and air, and viewers may skip or ignore ads through the use of DVRs or streaming services.
- 3. What is the role of creativity in advertising?**
Answer: Creativity is important in advertising because it helps to grab the audience's attention and stand out from the competition. Creative ads can also help to build brand recognition and increase brand loyalty.
- 4. How can advertising help to create brand identity?**
Answer: Advertising can help to create brand identity by consistently communicating the brand's values, personality, and unique selling proposition through various advertising channels.
- 5. What are some ethical considerations in advertising?**
Answer: Ethical considerations in advertising include avoiding deceptive or misleading claims, respecting consumer privacy, and avoiding offensive or discriminatory content.
- 6. How can advertising be used to target specific demographics or geographic areas?**
Answer: Advertising can be targeted to specific demographics or geographic areas through the use of data analysis and targeting tools, such as social media advertising platforms or Google AdWords.
- 7. How has the rise of social media changed advertising?**
Answer: The rise of social media has made advertising more accessible to smaller businesses, allowed for more targeted advertising, and increased the importance of creating engaging and shareable content.
- 8. What is the purpose of market research in advertising?**
Answer: Market research is used in advertising to understand the target audience and develop effective advertising campaigns that resonate with that audience.
- 9. How can advertising be used to create emotional connections with consumers?**
Answer: Advertising can create emotional connections with consumers by using storytelling, humor, or relatable situations that tap into the audience's emotions and experiences.
- 10. What is the importance of measuring the effectiveness of advertising campaigns?**
Answer: Measuring the effectiveness of advertising campaigns helps to understand what works and what doesn't, and to make informed decisions about future advertising strategies.