



**BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT
(BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)A-4,
Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code: BA(JMC)202

Course Name: Basics of Advertising

Assignment - 1

(Based on Unit-I & II)

Q1. Explain the concept of advertising and its different types. Discuss the ethical considerations that advertisers should keep in mind while creating advertisements. (CO1, BTL2)

Q2. Compare and contrast the AIDA model and the DAGMAR model of advertising communication. Which model do you think is more effective in today's digital advertising landscape? Justify your answer. (CO1, BTL5)

Q3. Classify advertisements based on the target audience, geographical area, medium, and purpose. Provide examples of each type of advertisement and explain why they are suitable for their respective categories. (CO1, BTL4)

Q4. Research and analyze recent advertising campaigns that have faced criticism for violating ethical standards. Discuss the impact of such controversies on the brand's reputation and customer trust. (CO4, BTL4)

Q5. Choose an advertising campaign from any industry and critically evaluate its adherence to the ASCI & AAAI Code. Suggest potential improvements to align the campaign with ethical guidelines. (CO4, BTL5)

Q6. Elaborate on the importance of creativity in advertising. Provide examples of successful ad campaigns that used creativity effectively to engage the audience and boost brand positioning. (CO4, BTL6)

Q7. Select a brand and discuss its segmentation, targeting, and positioning strategy. Propose creative advertising appeals that would resonate with the target audience and reinforce the brand's position. (CO2, BTL2)

Q8. Analyze the elements of an advertisement, including the copy, slogan, and audio-visual elements. Explain how each element contributes to creating a memorable and impactful ad. (CO2, BTL4)

Q9. Create an original advertising campaign for a new product or service, focusing on innovative and creative approaches to capture the audience's attention and establish brand positioning. (CO2, BTL6)

Q10. Compare and contrast different advertising appeals used in various ad campaigns. Evaluate their effectiveness in influencing consumer behavior and brand perception. (CO2, BTL5)