

BAL BHARATI PUBLIC SCHOOL, NAVI MUMBAI

CLASS – XII 2020-21

Mass Media Studies- (835)

Advertising Concept and Process

Worksheet

Instructions

Write the answers to these questions in your notebook.

Give examples wherever necessary.

1. Write the full form of:

IMC, FMCG, USP, CSR, NGO and OOH?

2. What is Blimp advertising?

3. Discuss the advantages of Television as an advertising medium.

4. Mention two disadvantages of Direct mail advertising.

5. List out two examples of OOH advertising.

6. Product advertising is the art of establishing a relationship between a product and its potential customer. Select any one product advertisement of your choice and discuss the same

with respect to the following areas:

a. media used to display (can be multiple)

b. Tagline or Jingle

c. Target audience

d. Effectiveness of the advertisement

5. On the basis of your research on Advertising elaborate on the following forms of advertising:

a. Institutional Advertising

b. Public Service Advertising

c. Advocacy Advertising

d. Comparative Advertising

e. Cooperative Advertising

f. Point of purchase Advertising

6. The whole world is suffering from a pandemic COVID -19.

Create a PSA on the topic and submit as classwork in google classroom.

(max 4 slides)

