**FINAL EXAM QUESTIONS**

1. Explain the importance of advertisement for commercial organizations. Use examples.
2. State the necessity of advertising for non-commercial organizations. Use examples.
3. Explain the advertisement as a marketing tool and give some appropriate examples.
4. Modern advertisement talks a story about the stuff produced by a company. Critically discuss with examples.
5. Explain the statement with examples: “Advertisement is a contest for people’s attention”.
6. How advertisement was used by the companies in selling concepts of Marketing? Use examples.
7. What is Integrated Marketing Communication? Broadly explain with examples.
8. What are the tools of Integrated Marketing Communication? One example for each tool.
9. What kinds of factors do have some impacts on IMC? Use examples.
10. Objectives of Advertisement in each level of Product Life Cycle. Give examples.
11. Explain the advantages of Advertisement for Companies. Use examples.
12. Explain the advantages of Advertisement for Intermediaries. Use examples.
13. Explain the advantages of Advertisement for Consumers. Use examples.
14. Types of advertisement used by the companies. Use examples.
15. Factors influencing advertisement budget. Use examples.
16. Sales stimulation and Advertisement. Compare them with examples.
17. Explain Consumer Sales promotion with examples.
18. Explain Trade Sales promotion with examples.
19. Explain Sales-force Sales promotion with examples.
20. Shortly explain Azerbaijan’s advertisement market. Use examples.
21. Do you think that consumers are bothered by advertisement? Discuss with examples.
22. Explain the statement: “The man who stops advertising to save money is like the man who stops the clock to save time”. (Thomas Jefferson).
23. Explain the statement: “Doing business without advertisement is like winking at a girl in the dark. You know what you are doing, but nobody else does”.
24. H.G. Wells explain that Advertising is legalized lying. Discuss it with examples.
25. American Advertising Executive Mary Lawrence (1928) stated that the best advertising should make you nervous about what you are not buying. Discuss it with examples.
26. Modern advertisement talks a story about the stuff produced by a company. Critically discuss with examples.
27. Explain the statement with examples: “Advertisement is a contest for people’s attention”.
28. Explain the advantages of Advertisement for Companies. Use examples.
29. Explain the advantages of Advertisement for Intermediaries. Use examples.
30. Explain the advantages of Advertisement for Consumers. Use examples.
31. Types of advertisement used by the companies. Use examples.
32. Explain the statement: “The man who stops advertising to save money is like the man who stops the clock to save time”. (Thomas Jefferson).
33. Explain the statement: “Doing business without advertisement is like winking at a girl in the dark. You know what you are doing, but nobody else does”.
34. H.G. Wells explain that Advertising is legalized lying. Discuss it with examples.
35. American Advertising Executive Mary Lawrence (1928) stated that the best advertising should make you nervous about what you are not buying. Discuss it with examples.
36. Model of the media planning process.
37. Setting advertising objectives and possible ad objectives
38. Setting advertising budget. Examples
39. Explains the factors influencing ad budget. Use examples.
40. Explain the development of ad strategy. Use examples
41. Specify the media objectives and explain reach, frequency, and weight. Use examples.
42. What is rating and how it is calculated? Use examples.
43. Critically discuss the profiles of major media types. With examples.
44. What is Return on Advertising Investment? Explain and use examples.
45. “Your brand is what you say, do and think!” Explain the statement with examples.
46. “There things known and there are things unknown, and in between are the doors of perception!” (Aldous Huxley). Explain the statement with examples.
47. Anais Nin states that “We do not see things as they are and we see them as we are.” How would you link the statement with consumer perception?
48. In case of consumer behavior, we can consider that consumers may say one thing and intend to do another thing. How it would be analyzed? Give some examples.
49. The association between brand and consumer relation is compared with the association between mother and her kid. Critically discuss it with examples.
50. Explain the advertisement as an integrated marketing communication tool.
51. “A brand is simply trust!” (Steve Jobs). Explain the statement with examples.
52. “It is not the customer’s job to know what they want!” (Steve Jobs). Explain the statement with examples.
53. “Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” (Steve Jobs). Explain the statement with examples.
54. “A lot of times, people do not know what they want until you show it to them.” ” (Steve Jobs). Explain the statement with examples.
55. “Branding is what people say about you when you are not in the room.” Explain the statement with examples.
56. “Branding is the process of connecting good strategy with good creativity.” (Marty Neumeier). Explain the statement with examples.
57. “A brand is defined by the customer’s experience and the experience is delivered by the employees.” (Shep Hyken). Explain the statement with examples.
58. “Emotions, expectations, memories, stories and relationships set up a brand.” Explain the statement with examples.
59. “Products are made in the factory, but brands are created in the mind.”(Walter Landor). Explain the statement with examples.
60. “Brand is not about the product, but about the emotions in the mind.” Explain the statement with examples.
61. “Good advertising does not just circulate information; it penetrates the public mind with desires and beliefs.” (William Bemback). Explain the statement with examples.
62. “Promise, large promise, is the soul of an advertisement. (Samuel Johnson). Explain the statement with examples.
63. “Consumers do not buy products, they buy product benefits.” (David Ogilvy). Explain the statement with examples.
64. “Advertising may be described as the science of arresting the human intelligence long enough to get money from it.” (Stephan Butler Leacock). Explain the statement with examples.
65. “Do not find customers for your products, find products for your customers.” (Seth Godin). Explain the statement with examples.
66. “If I was down to my last dollar, I would spend it on Public Relations”. (Bill Gates). Explain the statement with examples.
67. “Advertising is saying you are good, but PR is getting someone else to say you are good”. \*Jean-Lois Gassee). Explain the statement with examples.
68. “People do not buy goods and services, because they buy relations, stories and magic.” (Seth Godin). Explain the statement with examples.
69. “PR is the ear of a company in the society”. Explain the statement with examples.
70. “PR is relationship management”. Explain the statement with examples.
71. Please explain the differences between Advertisement and PR. Give examples.
72. Explain the major PR tools. Give examples.
73. What is digital marketing in Business? Explain and give examples.
74. What is social media and how advertisement is used in Social media. Give examples.
75. Advantages and disadvantages of digital advertising in Business.

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