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Advertising Management Questions:

1. What is advertising? Explain its importance in modern business.
2. What are the different types of advertising?
3. Explain the AIDA model in advertising.
4. What is the difference between advertising and sales promotion?
5. What are the advantages and disadvantages of digital advertising?
6. How does social media advertising impact consumer behavior?
7. What are the ethical issues in advertising?
8. What is the role of branding in advertising?
9. Explain the concept of consumer psychology in advertising.
10. What are the different advertising media? Compare their effectiveness.
11. What is the importance of creativity in advertising?
12. How do companies measure the effectiveness of an advertising campaign?
13. What is the role of celebrity endorsements in advertising?
14. What are the major components of an advertising budget?
15. How does globalization affect advertising strategies?

