1. Name of the advertising Company/Agency : 

2. Name of the interviewee & Designation : 

3. "Advertising agency is an integral part of the modern World of advertising" - What is your opinion about the above statement ? : 

4. "Cost-benefit analysis plays an important role in selecting the media of advertising". Do you think so, if yes why do you think so ? : 

5. What is the impact of advertising agency on the society ? : 

6. What factors would you consider necessary for the selection of appropriate and suitable media ? : 

7. What is your opinion about behavioural pattern of advertising ? : 