APPENDIX I

1. What factors do you think necessary for the implementation of advertising? Please put tick mark (✓) in the appropriate point/points according to your choice.

   i. objects of advertising in a particular situation.

   ii. Nature of audience communicating with.

   iii. Type of message which will be conveyed.

   iv. Media Selection.

   v. Cost involvement.

   vi. Any other, please mention.

2. May I seek your experienced and learned approach to the following queries. Please put tick mark (✓) in the appropriate point/points.

   A. Why is advertising necessary?

      i. To introduce a new product/service.

      ii. To create demand.

      iii. To make a product competitive in the market.

      iv. To open door for salesmen.

      v. To give information.

      vi. To determine buyer preference.
vii. To support sales programmes.

viii. To reach pin-pointed markets at a low cost per reader or listener.

ix. To test sales techniques.

x. To measure blind customers reaction.

xi. To establish and maintain prestige of Company or product or both.

xii. Any other, please mention.

B. Why does advertising play an important role to publicise some changes in the market strategy?

i. To keep the existing customers.

ii. To motivate the intended customers.

iii. To built-up the goodwill of the business.

iv. To highlight any other points as you deem fit.

3. Please put tick mark (✓) in the appropriate box according to your view.

(A) Does advertising promote competition and it creates many advantages of Competition?

<table>
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<tr>
<th>Yes</th>
<th>No</th>
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(B) Does advertising help salesmen while making personal call?

Yes  No

(C) Does advertising lead to a peculiar situation of price competition?

Yes  No

(D) Does cost-benefit analysis play an important role in the media selection?

Yes  No

4. Please put tick mark (✓) in the appropriate box.

(A) Is advertising the only element of the promotional strategy?

Yes  No

(B) If yes, why do you think so?

5. Is advertising a waste? Please put tick mark (✓) in the appropriate box.

Yes  No

6. On what basis may advertisement expenses be apportioned? Please put tick mark (✓) in the appropriate point/points according to your choice.

1. Based on Sales or profits.
ii. Based on competitor's spending.

iii. Based on returns.

iv. Based on research and objectives.

v. Based on any other factors as you deem fit.

7. What is your opinion about the service of advertising agency in the world of modern advertising? Please put tick mark (✓) in the appropriate point/points according to your choice.

i. Helps to create relationship between advertiser and advertisee.

ii. Helps to select the suitable media.

iii. Helps to the management in advertising planning.

8. What is your opinion about the statement, "Social Welfare is an important aspect of advertising".

9. Do you think advertising also misguide the customers? Please put tick mark (✓) in the appropriate box.

   Yes  No
10. If yes, what remedies do you suggest to overcome this limitation of advertising? Please put tick mark (✓) in the appropriate point/points according to your choice.

i. Government control over advertising media.

ii. Censor for advertising campaign.

iii. Limitation imposed on the advertising agency.

iv. Social awareness.

v. Any other remedies as you think necessary.

11. Do you think that the effectiveness of advertising can be measured? Please put tick mark (✓) in the appropriate box.

| Yes | No |

12. If yes, what measures do you suggest? Please put tick mark (✓) in the appropriate point/points according to your choice.

i. Regular /Routine assessments.

ii. Ad-hoc assessments.

iii. Special assessments.
iv. Informal assessments.

v. Any other measures as you consider necessary.

13. Women are displayed, in many a cases, in advertising a product in such a manner that the lady is highlighted more than that of the product.

(A) Do you think it correct and true?

| Yes | No |

(B) If yes, in your views, what are its special impact?

14. It is seen that a declaration of statutory warning, "Cigarette smoking is injurious to health" is made on the packets of cigarette and Government has issued a notification to stop the advertisement of Cigarette and also the companies engaged in making cigarette, will have no right and scope to sponsor any programme by its name. But in practice, a reverse operation is going on.

(A) Do you think that Government has no power to stop the practice of such violation of law?

(B) It is seen that the Government has taken no step against any other products made of tobacco. Do you think that the Government is in an oscillating position in making decision to protect public health from all sorts of dangerous tobacco.
(C) Do you think that the Government has made a bar whether to advertise tobacco or to advertise covered tobacco?

15. Any other suggestions or information that you consider useful in my study.