1. Name of the Company : 

2. Name of the interviewee & Designation : 

3. Have you any standard norms of advertising procedure in respect of your products and/or services ? If yes, what are these norms?: 

4. What media are followed by you for the purpose of advertising your products and/or services ?: 

5. Which medium is most beneficial for your products and/or services on the basis of cost-benefit analysis ?: 

6. How much amount spent by you during the past three years on the account of advertisement ? Please mention the accounting treatment of your advertising expenditure which has been followed by you. : 

7. What is the impact of your advertisement on the society ? Please mention, its positive or negative effects on the society : 

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