

Rashtrasant Tukadoji Maharaj Nagpur University
Textbook for BBA Part-I & BCCA Part-I English Course
(Semesters I & II)

Inspirations

Board of Editors

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Textbook for BBA Part-I & BCCA Part-I English Course
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World of Advertising

■ *Pranjali Kane*

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The present article is based on the world of advertising. It focuses upon the various aspects of advertising, its role in the changing scenario and the different media it explores. The text also deals with the types and benefits of advertising.

The 21st century has changed the way humans look at life in more ways than one. It has become necessary for us to accept change every 2-5 years in terms of the way we understand the service sector or the way financial transactions are taking place. The business world is easily susceptible to this change. They need to change according to the demands of the public. Sometimes they dictate the choices of the people like in the fashion industry or the food industry. They need to change the approach as they directly deal with potential customers. They need to capture the imagination of the vast majority.

The sale of a product depends upon many things: the brand name, the quality, the utility, the price, the variety that is available, comparative goodness, and the most important perhaps is the way

it is advertised. If a product is not advertised at all, some people might suspect its authenticity. They do not believe that the product is a valid product. The customer wants to see the product being sold everywhere. It should be tried and tested by others. And this is possible when it is advertised widely and covers a wide geographical area. A lot of revenue is spent on advertising. Let us understand the different aspects and types of advertising in today's world.

There are newer ways of advertising nowadays. Various platforms like Television, Radio, Newspaper, Magazines, Internet, are available. The popular search engines where people visit often, have become platforms for advertisements. The data of what people have searched on the search engines is stored and advertisements of similar products are displayed to the target customers. 'To give one what one is searching for' has become the mantra of the modern world.

The advertising industry focuses upon certain things. Apart from the normal requirements of the advertisement like the product tagline, models, space and budget, there are things that one needs to pay attention to.

Emphasis on visuals than words : It should be noted that the audio-visual impact is greater on people. An advertisement is more impactful when it has fewer words and more visuals for people to interpret and understand in their own way. We perceive things according to our prior experiences.

Conciseness, terseness, brevity in weaving a story : The shorter the story, the bigger the impact. The attention span of people in today's world is less. We should make the impact in the smallest possible time.

Exploring newer ideas of expression and content : If an advertisement of a detergent powder focuses on a mother-child relationship, the other brand needs to think of something else. The newer the ideas, the better the promotion. The customers relate

the intelligence behind the advertisement with the goodness of a product unknowingly in their minds.

Use of internet search engines as launchpads : With the increase in the use of internet, the contents reach far more audience than earlier. The display time and the duration of the advertisement is less than the television advertisements. But the constant presence of the advertisements makes a large impact.

Emphasis on survey based research for knowing the customer better : There are companies who indulge in survey based researches wherein they come to know the expectations of the customers. They focus on customizing the products. For example, hair oils and shampoos usually used to cater to three types of hair. But there are more specific requirements of the users. The companies have started addressing the needs of the customers. So now the approach of the sellers has changed. The advertisement of the product gives information regarding it in an explicit way.

Breaking stereotypes to attract attention of customers : The newer generation is known to be more liberal and inclusive. The advertisements are more bold and innovative. They cater to issues pertaining to discrimination, widening our existing viewpoint and being creative at the same time. They are didactic in their own way. They are contributing to change the world and make it a better place to live in. They reach out to people of all strata, nationalities and types now.

Culture specific for maximum impact : Another aspect nowadays is the region-specific and culture-specific subject matter. Some of the advertisements are locally relevant. Some of them are aired nationally. The internet translates those advertisements in related languages so that a bond is created with the customers. We relate to things more when it comes to us in our mother tongue.

Going the organic way in every product : No one can beat anything natural. Natural is good. It is not harmful. We all have started believing in using natural products. Such advertisements

highlight the natural ingredients used in the product. It appeals to us more.

Attractive packaging, models, colors, shapes, sizes of the products : The attractive packaging, colors, shapes and sizes are essential for the needs of the customers are varied. Some of us might carry those products in our handbags for use during travels. They should be handy. The whole range of products with all the types available should be displayed in the advertisement. The models can show how each one is useful rather essential to us at different times. It is not convenient to use a carry-on pack at home since we require more quantity of the product at home.

Apt tag-lines which are not false promises : Building trust is still the most important thing. The customers would come back to the product in this age of tough competition if the brand and the product is trustworthy. Any electronic gadget, for example, is quite expensive. One does not buy them often. More than the colour or the make of the product, one would depend upon the trustworthiness of the brand. The after sales service and the guarantee also goes a long way. All this should be reflected in the advertisement.

Types of Advertising :

There are a variety of ways in which we can advertise nowadays. We have print media, outdoor advertising, mobile advertising, digital advertising etc. Some of them are described here:

(1) **Display advertising :** There is display advertising which is online paid advertising. It makes use of images and text. Banners, landing pages and popups are the popular display advertisements. Sometimes the actual ads are not paid. But advertising agencies pays whenever a user clicks those advertisements. Advertisements are found at the bottom of popular blogs too. It has become so easy and accessible for people to choose and place ads. These are sponsored advertisements at the bottom of blogs or Facebook posts.

They can be 'other recommended readings' or 'what other people liked'. They are for users to click on. This is called native advertising.

(2) **PPC** : There are pay per click advertisements also. The PPC is a tool in which the advertisers pay only when the User clicks on the ads. The PPC ads usually have texts with a small image if at all. People search for items online. They start receiving similar advertisements when they open the web pages or popular sites.

(3) **SEO** : Search Engine Optimization is the use of various techniques including keyword placement, in ensuring your website shows up before your competitor's sites.

(4) **Video Advertising** : Today's modern consumers would rather watch an engaging and entertaining piece of media than slog through a wall of text. Social channels like YouTube offer a range of new opportunities to businesses who want to make themselves heard in a new way. So video advertising has become very popular.

(5) **Re-marketing** : There is another kind of approach these advertisements follow; they retarget us. It is a cookie-based technology which follows the user to whichever site the user goes in order to remarket. Most of us do not get convinced to buy the product when we first see the ad. The users are again targeted persistently till some of them actually click on them.

(6) **Affiliate Marketing** : There is something called as affiliate marketing. There are three parties involved in this type: the advertiser, the publisher and the consumer. Bloggers with large number of followers benefit from such passive income. They get paid for displaying the ads.

(7) **Product Placement advertising** : We see many cars, accessories and other branded things while we watch our favourite films and shows. The films and shows get funding by using these branded things. It reaches the targeted audience.

(8) **Mobile Advertising** : The cell phones, iPads, kindles and other devices with internet connectivity are also a great source of

advertising. Social media like Twitter, Instagram, Snapchat, LinkedIn and Facebook are all used for online advertising. Companies can create a business page with their videos, product details and offers and reach to the millions of users.

(9) **Pop ups** : It is the most unpopular form of advertising. A pop up window emerges when you visit a website. Sometimes we are unable to close it. Many brands do not use this type of advertising as they think that the customers might be annoyed.

Benefits of Online Advertising :

(1) **Beneficial for low-budget ads** : Specially for start-ups or small businesses, this is a good way to advertise their products.

(2) Gets traffic coming in fast

(3) It helps in easy collection of data to analyze consumer behavior trends.

(4) It allows new small businesses to compete and create brand awareness, even in competitive online spaces.

Today's world is a world of advertising. It helps us reach millions in less time. It does not limit us to geographical areas or ethnic backgrounds. It helps us buy, sell, mortgage, express, listen, participate and many more things. But there are some pitfalls too. We should be aware of the fake products or messages circulated on social media. Some of the advertisements can be misleading, or worse, they can be of a fraudulent nature too. We should check the authenticity of the sites and use our common sense before ordering anything online. Avoid giving personal details if they are asked by any agency. Remember that this information is used by them as data for selling their product and not helping you out. With a few precautions we can enjoy the comfort and choice the world of online shopping gives us.

Glossary

<i>vulnerable</i>	:	<i>exposed to being attacked</i>
<i>domain</i>	:	<i>area</i>

<i>strategy</i>	:	<i>plan of action to achieve long term goal</i>
<i>sustain</i>	:	<i>strengthen physically or mentally</i>
<i>vast</i>	:	<i>of great extent or quantity</i>
<i>authentic</i>	:	<i>genuine</i>
<i>valid</i>	:	<i>having a sound basis in logic</i>
<i>emphasis</i>	:	<i>special given to something</i>
<i>interpret</i>	:	<i>explain the meaning of</i>
<i>perceive</i>	:	<i>understand through senses</i>
<i>brevity</i>	:	<i>brief, short</i>
<i>explicit</i>	:	<i>stated clearly and in detail</i>
<i>stereotype</i>	:	<i>widely held fixed image of person or thing</i>
<i>discrimination</i>	:	<i>unjust treatment</i>
<i>innovative</i>	:	<i>new methods</i>
<i>didactic</i>	:	<i>intended to teach</i>
<i>strata</i>	:	<i>section</i>
<i>relevant</i>	:	<i>closely connected</i>
<i>cookie</i>	:	<i>messages that web servers pass to web browser</i>
<i>prospective</i>	:	<i>expected specified thing in the future</i>
<i>affiliate</i>	:	<i>officially attached</i>
<i>ethnic</i>	:	<i>relating to a population subgroup</i>
<i>mortgage</i>	:	<i>legal agreement lending money at interest</i>

Comprehension

1. Answer the following questions in one or two sentences :

- Why is the business world the most vulnerable domain according to the text?
- Why advertising a product is important for its sale?
- Which platforms are available for advertising a product?
- When does an advertisement make more impact on the minds of people?
- What are survey-based researches? How are they beneficial?
- What is the attitude of the new generation towards advertisement?
- How should the advertisements cater to the demands of the customers regarding the shape and size of the product?

- (h) Name some of the types of advertising ways.
 (i) What is native advertising?
 (j) How does the concept of remarketing work?
2. **Answer the following questions in about 75-100 words :**
- (a) On which parameters does the sale of a product depend upon?
 (b) Which aspects of advertising are discussed in the text?
 (c) Write a note on some of the types of advertising mentioned in the text.
 (d) What is Display advertising? Explain with example.
 (e) What is PPC and SEO as mentioned in the text?
 (f) What are the benefits of online advertising?
3. **Answer the following personal response questions in about 75-100 words :**
- (a) Which things do you consider before buying a product and why?
 (b) Which is your favourite advertisement? Answer in brief why you like that advertisement.
 (c) Is there any advertisement which you would like to remake? Write how would you do it.
 (d) Would you buy a product which is not advertised by the company?
 (e) How does an advertisement change our attitude towards a product?
4. **(A) Give the synonyms of the following words :**
- | | |
|----------------|------------------|
| (a) vulnerable | (b) domain |
| (c) sustain | (d) authenticity |
| (e) concise | (f) terse |
| (g) brevity | (h) didactic |
| (i) stereotype | (j) persistent |
| (k) mortgage | (l) ethnic |
- (B) Give the antonyms of the following words :**
- | | |
|-------------|-----------------|
| (a) attract | (b) widening |
| (c) locally | (d) trustworthy |
| (e) organic | (f) accessible |
| (g) native | (h) convinced |
| (i) fraud | |

