

Notices, Advertisements and leaflet

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(1) What is notice? Discuss its uses.

→ A notice is a written or an oral statement that contains the particulars of holding a meeting. When a circular is served among the members of the meeting to attend, it is called a notice. Notice is actually, a letter of invitation that carries the request to the members of a meeting.

A notice includes time, place and date, along with agenda of the meeting. Notice is formally written information, notification or warning about fact or an invitation to the concerned person for attending the meeting.

Notices are used in many different types of organizations for communication purposes. They are an effective way of displaying information and communicating with staff, visitors, or any readers. Also, placing notices at a careful place can help gain worker's attention and thus can be used for displaying advertisements, announcements, schedules etc! Some notices can be used for permanent or temporary use in company for displaying important schedules or notes for clients.

Notice can even help to boost the morale of employees in an organization. Well, notices are used everywhere in multitude of businesses, as they can be used over and over again to display valuable data, info or advertise forthcoming events or meetings. Hence, notices are informations, concept which are very useful and effective for the viewer to get some idea.

(2) Discuss how an appealing notice can be designed.

To provide any basic information, notices can be helpful for getting proper ideas about something. Notices should be effective, appealing to give an appropriate concept on something to the readers. It should be in its own and proper style, structure, format. The notice should include and ensure only the necessary things and right informations on the essential topic. It should be appealing and effective while designing notices, one should follow the proper format and guidelines. Notice should be given a clear topic or heading to be understood properly by readers. Likewise, notice should be effectively prepared to attract viewers for gaining some information on important topics. Notice should properly include date, time, venue etc for the event or any program to be held. Similarly, for an appealing notice, short and important details of the topic should be included properly and if possible appropriate sub-headings, bullets or asterick should be used for better understanding. As like this, at the bottom signature, name and the post should be included and reference can also be more often used for providing effectiveness and clearness and for proper designation of notice. Hence as a whole, notice can be designed precisely and perfectly by using the basic guidelines.

Q) what is advertisement? Discuss its value in business

Advertisement is an integral part of marketing, public notices designed to inform and motivate. Also, advertisement is paid announcement in the print, broadcast or electronic media designed to attract public attention or patronage. Generally, advertisement is known to us an item in a newspaper, on television, on the Internet or in public place, which tries to persuade to buy something or which gives information about an event or job vacancy.

However, advertisement is used in business advertising which is to accomplish varied goals and promote the business. Businesses frequently use advertisement to show how their product has more benefits or is more effective than similar competitor's product. Likewise, advertisement is used in business to communicate dramatic product breakthroughs. Businesses not only use help of advertisement to promote products or services, they use ads even to advertise vacant posts, to announce special events or functions and even to publicise changes in the company. Because of the advertisement in the business field, they can highlight and promote their products / equipments easily and can gain financial increment. Advertisements have played huge role in business and got great value in the field. Businesses have been commercially benefitted only due to help of advertisement. Hence, businesses are run and somehow dependent upon advertisement for its profits so, advertisement have great value.

(5)

How is display advertisement design?

Ans: Display advertisement is actually a advertisement on websites or apps or social media through banner or other ads formats made of text, images, flash video and audio. The main purpose of display advertisement is to deliver general advertisement and brand messages to site visitors.

Display advertisement may incorporate a variety of font styles and sizes. For the best designation of this type of advertisement, guidelines and basic tips should be followed properly. In a display advertising, artwork or colour can be included and information can be displayed within the advertisement to attract attention to specific points. Likewise, in display ads, one should be able to pick out the main points or features whatever is being advertised and should also put them over in an interesting attractive way. As the name suggest, this kind of advertisement is essentially to be 'seen' when it stands next to lots of other ads. So, for displaying ads, the technique of AIDA should be followed. 'A' standing to 'attention' means the ad should be designed to attract the reader's attention, the next 'I' stands to 'interest' and display ads should get reader's interest by mentioning something that will appeal to them, another 'D' stands for 'desire' in which advertisement should be designed arousing reader's desire. and the last 'A' stands for 'action' i.e. used in ads to make reader's want to do something as a result of ads. This techniques are very useful in designing display advertisement. As per this technique 'AIDA' there are some guidelines to be followed while preparing display ads. At first company name or logo should be used, catchy headlines should be composed, spacing should be used, information can be categorized, action should be clearly

stated, eye-catching advertisement must be designed & lastly display advertisement should be 'seen' properly. Hence, this way, as a whole by following these guidelines and tips display advertisement can be designed.

⑥

How can a leaflet be effectively designed.

→ Leaflets or Brochure are so much fun to design as the creative possibilities are endless. Well, leaflet is a marketing piece which can take people's attention with its better designation only. The most important thing to keep in mind for an effective leaflet is to truly consider the experience. Most organizations or a company produce leaflets or brochure for publishing goods or services, promoting special events or for giving information of any kind.

Leaflet, for its proper designing can take many forms - single page or multi-paged or go by different names - pamphlet, booklet. ~~Note~~ There are some guidelines for an effective way of designing leaflet.

At the very first, company logo can be used properly and displayed prominently. Then, an appropriate heading which clearly states what the leaflet is about can be used precisely. And the next, the information which needs to be included in the main body of the leaflet can be carefully considered. The information included can be broken according to different aspects of the main theme. Likewise,

sub-headings and bullet points can be used if possible. Straightforward, simple language and short sentences can be used and can be made everything interesting, beneficial and as persuasive as possible. Everyday language instead of technical jargon can be used and

spacing to advantage can be done for an effective and attractive display. Similarly, if full details wanted to provide by writers, he/she can give the info about what to do, who to contact, telephone number etc. Hence, this way, following these basic guidelines and hints leaflets can be designed properly, effectively and attractively.

Test Yourself

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- (2) You work for Aurora School of Physical Therapies in Bedford, telephone 0119 387472. You offer weekend courses in Reflexology, Aromatherapy and Massage - also various post graduate courses. Design a small ad. Anyone who wants a prospectus can call the school.

WANT WEEKEND COURSES?

We have:- Reflexology

- Aromatherapy

- Massage

- Other Post graduate courses

AURORA SCHOOL OF PHYSICAL THERAPIES

Bedford

Tel: 0019 387472

Design a small dine pad regarding an item of office equipment that your company wishes to sell. Make up the details.

BEC
BECOMING A STUDENT ©®

www.Bcaions.com/bcastudentneapl©®
OFFICE
SALE!!!

► Due to office downsizing
we are offering wide
variety of office equips
at a Bargain prices.

COMPUTERS, DESKS, CHAIRS,
AND
MUCH MORE !!!

To Arrange a viewing call:

0953749651

Design a small line ad announcing a new Business English course starting soon at your college. Mention the duration and how many hours a week. Include a contact no.

www.Bcations.com bcastudentneapl®

LEARN ENGLISH IN

10 WEEKS!!

A new Business English course is starting soon at Koshi St. James college.

Just 2 hours a week.

call : 026 - 587004

CNA

11:30 AM - 1:30 PM

NEW YEAR CELEBRATION!!!

We are very pleased to announce
that we are celebrating New
Year 2020 & inviting you
to the grand

www.Bcations.com **PARTY!** **©®**

WELCOME TO

GRAND DINNER AND DANCE
ON
NEW YEAR
EVE

on the same day there will be
special boat trip.

(Free for childrens.)

HOTEL NEW VISION

Arizona, USA

Tel: 0291 366752

(10.)

Ans:

"Your satisfaction is your concern"



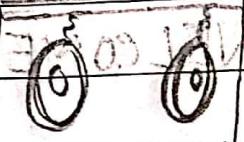
EASTERN JEWELS

Central Arcade

Melville since 1889
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We are reputed company running
for over 80 years in Mel-
ville. We'll buy your old
jewels on fair prices.

OT



We buy all kind of
jewellery like:

- Earrings
- Necklaces
- Rings
- Bracelets

visit : www.eaj.com.uk

phone: 0293196652

④
Ans:
Victory Enterprises
requires an

ASSISTANT

to help Robert (HOD) in the sales
department

- * Diplomatic Male or female with lots of common sense, who is able to work alone are essential attributes, as well as
 - Academically A-level qualified
 - Age around 24-25
 - Good telephone mannered and polite with customers.

WORKING HOURS: 9.5.

- Benefits:
- ✓ Attractive salary
 - ✓ 28 days annual leave
 - ✓ good career prospect with mental and dental benefits.

We offer you the best environment possible but in return we expect loyalty and hard-work.

Application should be sent to

Mr. James Tan

Human resource manager

Tel: 09152 00968

AI

Our company urgently need
bright, intelligent

"RESERVATION AGENTS" to work different
shifts to join our team at rate of £2000.

Requirements:

- Applicant do need basic key board skills.
- Reasonable geographical knowledge required.
- A good telephone manner.
- Applicant need to be interested in quality customer services.

BENEFITS FROM US:

- ✓ Provide you training
- ✓ A competitive salary
- ✓ Worldwide holiday accomodation

✓ Discounts on flights, food etc.

Next training session will be start on 20th next month

AURORA INTERNATIONAL

LTD. 2000 AM

Aurora Court, London

14-18 Holborn

London EC1N 19JE

FAX : 0208 333 1982.

(A) Discuss the types of advertisement with examples.

Advertisement has evolved into a vastly complex form of communication, with literally thousands of different ways for a business to get a message to the customer. Today's advertisement have a vast way / array of choices at their disposal.

There are essentially two types of advertisement. They are small/dine ads and display ads. Both are valuable in advertising plan, but it depends on what we are wanting to accomplish the plan.

Small or dine ads are simply designed advertisements in a newspaper or magazine, usually set entirely in a small size of type. In this type of advertisement the information is run on from line to line, often using the same font throughout, with no special layout. Charges are made accordance by the line and there is normally a minimum charge for three or four lines. Lots of small advertisements appear in a relatively small space, so, one must try to use an opening which will catch the reader's attention. There is summarized information in a few line and right wording considering the words to fit in a small space is used in this type of advertisement.

Another is display advertisement which is a type of online advertisement that comes in several forms, including banner ads, rich media and more. Unlike text-based ads, display ads relies on elements such as images, audio and video to communicate the advertising message. Display advertisements may incorporate variety of font styles and sizes. Artwork

or colour is also included in this types of advertisement. charges is provided based on the number of column count-meters often with a minimum size. In this type of ads, information is displayed within advertisement to attract special attention to specific points. Hence, these are two types of advertisement that are helpful in marketing purpose.

Garage Sale!

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Antiques, dishes, vintage clothing, lots of tools and child items.

123 S. Latimes St., 90012

Monday 9am - 5pm.

example of small ads

Stream thousands of movies & TV shows from

with Prime Video

Start your free month

amazon

example of Display ads

15-03-26

Test Yourself

FIRE ALARM MAINTENANCE

SIR! 20 JUNE 2019

We regret to inform that due to some problem with fire alarm system in the office, it has sounded when no-one touched it and there was no fire too.

Hence, the system is going to be repaired on:

• 20 June 2019

Thursday

• 14:00 pm onwards

The bell will be tested on several occasions and any alarm should be ignored during the repair.

However, if there is real fire, our staff will go through each office and tell people to leave the building.

Once the system is repaired, any time that staff hear the fire bell, they must follow usual procedure and get out of building immediately.

We hope that this important maintenance work does not cause problem and we would hope for your co-operation

Link Service

R/LST

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FENWORTH FASHIONS

117 High Street, Hale

Cheshire WA5 7JJ

Wednesday 1st August 2019

6th August 2019

www.Bcaions.com bcastudenthelp©

Notice on car parking

Some urgent repair work is being made to staff. Our parking from 8 to 10 August will be closed for 3 days so, car park is not available for that time.

During this time, staff who use their cars to come to work can use the customer's car park but there isn't a lot of room in this. It would be helpful if staff didn't use cars for those three days and would suggest to use bus or alternative transportation arrangement to get to the shop.

Sincerely
Kathel

SK /ss