

Advertising in Contemporary Society

Sample questions

Sem end exam December

- 1) What was the one major proposal of new industrial policy (1991)?
 - a) NRI will not be allowed for capital investment in India
 - b) FDI up to 51% to high priority sector
 - c) Import restrictions on technological know-how for 1 year
 - d) Abolition of Industrial licensing except for six industries

- 2) Which trade and economy policy that advocates to replace foreign products with domestic products?
 - a) Domestic Substitution
 - b) National Substitution
 - c) Import Substitution
 - d) Export Substitution

- 3) Eliminating Government set restrictions or barriers is called:
 - a) Free Trade
 - b) Favorable Trade
 - c) Investments
 - d) Liberalization

- 4) The most common form of investments by MNCs in countries around the world is to:
 - a) Set up new factories
 - b) Buy existing local companies
 - c) Form partnerships with local companies
 - d) Form partnership across the globe

- 5) Liberalization does not include:
 - a) Removing trade barriers
 - b) Liberal policies
 - c) Introducing Quota system
 - d) Disinvestment

- 6) Which of the following Indian industries has been hit hard by globalisation:

- a) IT
- b) Toy making
- c) Jute
- d) Cement

7) _____ of any country determines the policies of that country and its trade relations with other countries.

- a) Geographical Factor
- b) Political Environment
- c) Economical Factor
- d) Socio-Cultural Factor

8) Which was a system of licenses and regulations that one need to follow in order to set up a business in India between 1947-1991 ?

- a) Democrat Raj
- b) License Raj
- c) India Raj
- d) Business Raj

9) Which of the following does fall within the jurisdiction of MRTP Commission?

- a) Prohibition of unfair trade practices
- b) Free determination of interest rates
- c) Opening up of economy to the world
- d) Reducing number of reserved industries

10) _____ advertising means international advertising which are addressed to multi-cultural audiences

- a) Global
- b) Local
- c) National
- d) State

11) In context of global marketing environmental analysis includes _____

- a) Ideologies
- b) Geographical, economical, political study
- c) Scriptures
- d) Marketing & finance

12) An event dealing with 'prevention of drug abuse' done by a company is a part of:

- a) Social Marketing
- b) Social branding
- c) Brand promotion
- d) Direct Marketing

13) The particular P that refers to providing mental guidelines for future behaviour of the people in social marketing is:

- a) Policy
- b) Public method
- c) Promotion
- d) Psychographics

14) Which factor government need to consider if income is less than the expenses?

- a) Rate reforms
- b) Fiscal deficit
- c) Voluntary retirement scheme
- d) National Renewal fund

15) Which of the following does fall within the jurisdiction of MRTP Commission?

- a) Prohibition of unfair trade practices
- b) Free determination of interest rates
- c) Opening up of economy to the world by attaining international competitiveness
- d) Reducing number of reserved industries

16) _____ types of advertising refers to the product rather than the brand:

- a) Product Range Advertising
- b) Generic Advertising
- c) Brand Advertising
- d) Product Advertising

17) The nature of _____ is factual as the companies require information about the product

- a) Industrial Advertising
- b) Consumer advertising
- c) Ambient advertising
- d) Subliminal advertising

18) _____ is a marketing tool that helps in devising marketing strategies for international marketing.

- a) Geographical Factor
- b) Economy
- c) Environmental Analysis
- d) Social Factors

19) The particular P in social marketing that refers to collection of funds and donations is:

- a) Paid marketing
- b) Public Relations
- c) Politics
- d) Purse strings

20) One of the biggest disadvantages of Digital Marketing is:

- a) Visual creativity
- b) Lack of personal approach
- c) Audio Lagging
- d) Real time sale

21) Disinvestment of Public Service Units of the Government is known as?

- a) Liberalisation
- b) Capitalisation
- c) Privatisation
- d) Legalisation

22) Full form of USP

- a) Unique selling proposition
- b) Unique selling point
- c) Unique selling perception
- d) Unique selling product

23) Status of print media during post-independence is

- a) Advertising has been the major source of income
- b) Owning a newspaper was only business
- c) Creativity was little
- d) Industry started more creative advertising along with factual advertising

24) _____ is quite similar to booklet in physical make up except that it is larger and presents wider variety of items.

- a) Catalogue
- b) Booklets
- c) Price List
- d) Sales Letter

25) _____ are attractively decorated to draw attention of people.

- a) Newspaper
- b) Magazines
- c) Personal Letters
- d) Window Display

26) _____ is messages paid for by companies and delivered through mass media.

- a) Service
- b) Consumer advertising
- c) Product
- d) loan

27) _____ advertising attempts to influence an individual, group or an institution to either support or oppose a candidate for the nomination to an office or a political party.

- a) Consumer
- b) Retail
- c) Political
- d) Business

28) Full form of PPC is

- a) Pay-per-click advertising
- b) Point per customer
- c) Point pay customer
- d) Paid Point calculation

29) Full form of SEO is

- a) Search engine optimization
- b) Separate engaging order
- c) Social engagement optimization
- d) Social Engine operations

30) Full form of SEM is:

- a) Special Engagement Marketing
- b) Social Engine marketing
- c) Search engine marketing
- d) Social Engineering Market

31) Email marketing is :

- a) Promotion of products or services through email marketing campaigns
- b) Development of native apps and submission to the Google Play and Apple Store
- c) Paid advertising on Facebook
- d) Tweet and create hashtags

32) Digital marketing is the marketing and advertising of a business, person, product, or service not using :

- a) Online channels
- b) Electronic devices
- c) Digital technologies
- d) POP in stores

33) What is not true about digital marketing?

- a) Digital marketing is any form of marketing products or services that involves electronic devices.
- b) Digital marketing can be done online
- c) Digital marketing cannot be done online
- d) Digital marketing is often referred to as online marketing, internet marketing or web marketing

34) Language used to create web pages with graphics

- a) HTTP
- b) HTML
- c) Homepage
- d) Browser

35) The “address” that tells the browser the specific place you want to go to

- a) a. Netscape
- b) b. HTML
- c) c. Surfing
- d) d. URL

36) Worldwide means of exchanging information

- a) Internet
- b) Computer
- c) TV
- d) Radio

37) An Internet advertising model used to direct traffic to website, in which an advertiser pays a publisher

- a) Pay Per Click
- b) SEM
- c) Affiliated Marketing
- d) Search Analytics

38) An Act of sending a commercial message, typically to a group of people.

- a) Email
- b) Data
- c) Promotions
- d) Keywords

39) _____ refers to the range being offered for the same product .

- a) product range advertising
- b) digital advertising
- c) generic advertising.
- d) industrial advertising

40) _____ advertising is done solely for financial services provided by financial organizations

- a) financial advertising
- b) social advertising
- c) brand advertising
- d) consumer advertising.

41) What is the mission of ASCI?

- a) Benefit Indian Advertisers
- b) Benefit Indian Customers
- c) Truthful and Fair to consumers and competitors

d) Benefit the Media

42) What is the primary goal of Social Marketing?

- a) Financial Growth
- b) Promotion
- c) Brand Building
- d) Social Good

43) Which of the dimensions Hofstede used to define differences between national cultures refers to the degree to which members of a culture are expected to act independently of other members?

- a) Uncertainty avoidance
- b) Individualism
- c) Power distance
- d) Masculinity

44) Project Drishti is an initiative by _____

- a) Aditya Birla group
- b) Tata Group
- c) Reliance Industries
- d) Godrej

45) Which P stands for Social Marketer's budget?

- a) Product
- b) Price
- c) Place
- d) Pursestrings

46) What is the key for audiences to know more about the issues:

- a) Price
- b) Promotion
- c) Place
- d) Product

47) What is the key for audiences to know more about the issues:

- a) Price
- b) Promotion
- c) Place
- d) Product

48) What provides that impetus to the customers to fulfill their need and wants with choice of their brand?

- a) Marketing
- b) Price

- c) Advertising
- d) Place

49) The nature of _____ is factual as the companies require information about the product

- a) Industrial Advertising
- b) Financial Advertising
- c) B2B Advertising
- d) Product Advertising

50) _____ describes advertising in a medium such as a newspaper, magazine, or trade journal.

- a) Online advertising
- b) Television advertising
- c) Press advertising
- d) Digital advertising

Brand Building

Sample MCQs

1. Which product from below has attained a generic status _____.
 - a) iPhone
 - b) BMW
 - c) Bisleri
 - d) Reebok

2. _____ branding is when an organization uses one name for all its products.
 - a) Multi product
 - b) Individual
 - c) Generic
 - d) Composite

3. Branding ensures _____.
 - a) Quality
 - b) Price
 - c) Design
 - d) Style

4. Maggi has attained the status of
 - a) Generic Brand
 - b) Composite Brand
 - c) Corporate Brand
 - d) Ingredient Brand

5. Marketing two or more similar and competing products by the same organization under different and unrelated brands is known as
 - a) Mixed Branding
 - b) Brand licensing

- c) Co- branding
- d) Multi branding strategy

6. Brand Equity leads to

- a) Brand Promotion
- b) Brand Value
- c) Brand strategy
- d) Brand creation

7. A brand is a promise to customers to fulfill the

- a) Value Proposition
- b) Pricing
- c) Design
- d) Style

8. (iii) For a brand to succeed, consistency is needed in _____

- a) Price
- b) Logo
- c) Style and design
- d) Communication

9. Products where brand loyalty does not matter while buying

- a) Shaving blades , socks , pens
- b) Car, Bikes, Boats
- c) Shoes, clothing and Fashion wear
- d) Cooking oil, Rice , Milk

10. Once your _____ is established, you cannot keep changing its

- a) Brand Identity
- b) Price
- c) Design

d) Quantity

11. (vi) Bisleri has attained the status of

- a. Generic Brand
- b. Composite Brand
- c. Corporate Brand
- d. Ingredient Brand

12. Sony cameras always use Carl Zeiss lens is what kind of branding

- a. Mixed branding
- b. Value Branding
- c. Generic Branding
- d. Ingredient co-branding

13. This is a process of creating and managing contracts between the owner of the brand and a company

- a. Brand Loyalty
- b. Brand Licensing
- c. Brand Value
- d. Brand Royalty

14. Dell computers with intel processors is

- a. Composite branding
- b. Co-branding
- c. Multi branding
- d. Corporate Branding

15. Colgate toothbrush and Colgate toothpaste are examples of

- a) Un related extension
- b) Complementary product extension
- C) Core extension
- d) Expertise related extension

16. Factors that does not affect brand positioning

- a) Price
- B) Competitors attributes
- c) Brand Attributes
- d) Age of the owner

17. A Brand extension strategy with the objective of creation of brand identity and range brands

- a) Brand Leverage
- b) Brand System
- c) Brand Responsibility
- d) Brand image

18. The features and benefits that the brand offers to consumers is called

- A) Brand Attributes
- b) Brand Image
- c) Brand Responsibility
- d) Brand system

19. The amount of quality and value that consumer perceives about your brand is called

- a) Consumer perception
- b) Consumer Equity
- c) Consumer Loyalty
- D) Consumer Royalty

20. The graveyard model was created by

- a) Young and Rogers
- B) Young and Rubicam
- c) Yong and Rotters

d) Yong and Roggers

21. A brand _____ uses the power of an existing brand name to support a company's entry into a new, but related, product category

a) Core strategy

b) Extension strategy

c) leveraging strategy

d) Multi strategy

22. Represents the timeless essence of the brand

A) Extended Identity

B) Core Identity

C) Parallel identity

d) Perceived Identity

23. Companies Make Products and Consumers Make

a) Profit

b) Value

c) Brands

d) Service

24. Products Can Become Obsolete but Brands Can Be

a) Timeless

b) Nostalgic

c) Redundant

d) Strained

25. is the unique space a brand occupies in the brains of the customers

a) Brand Positioning

b) Brand Equity

c) Brand design

d) Composite Branding

26. Brand identity structure includes a ____ & ____ identity

- a) Equity and Value
- b) core and extended
- c) Value and extended
- d) Composite and extended

27. _____ is the added value endowed on services and products.

- a) Brand value
- b) Brand strategy
- c) Brand equity
- d) Brand Loyalty

28. What is more important in brand equity?

- a) Quality
- b) Quantity
- c) Customer perception
- d) Price

29. The process of designing the company's image and offering to get a distinctive place in the minds of the target market is known as

- a) Positioning
- b) Targeting
- c) Segmentation
- d) Filtering

30.includes all that is linked up in memory about the brand. It could be specific to attributes, features, benefits or looks of the brand.

- a. Brand attitude
- b. Brand Associations
- c. Brand relationship
- d. Brand image

31. Amul Masti Dahi is an example of:

- a) Line extension
- b) Brand extension
- c) Category extension
- d) Brand Relation

32. When the parent brand includes a new product within a category it already serves is

- a) Line extension
- b) Brand extension
- c) Category extension
- d) Brand Relation

33. Lifebuoy care, Lifebuoy nature Lifebuoy total products extension is an example of

- a) Line extension
- b) Brand extension
- c) Category extension
- d) Brand Relation

34. When a product uses parent brand to venture into a different product category, it is

- a) Line extension
- b) Brand extension
- c) Category extension
- d) Brand Relation

35. _____ includes all products original, line extensions and category extensions sold under a specific brand.

- a) Brand mix
- b) Brand variants
- c) Brand extension
- d) Brand line

36. When a seller forms a set of brand lines and makes it available to buyers, it is known as

- a) Brand mix
- b) Brand variants
- c) Brand extension
- d) Brand line

37. Availability of different variants of Rexona deodorants like Rexona Cotton Dry stick, Rexona anti-sweat is an example of

- a) Line extension
- b) Brand extension
- c) Category extension
- d) Brand Mix

38. The representation of consumer perceptions and preferences in visual manner is

- a) Preference map
- b) Value map
- c) Perceptual map
- d) Mapping Equity

39.defines what the brand thinks about the consumer, as per the consumer.

- a. Brand attitude
- b. Brand positioning
- c. Brand relationship
- d. Brand image

40.includes two visual signals of a brand – its character (e.g. Amul girl, Pillsbury doughboy) and its logo. Both are elements of brand identity.

- a. Brand attitude
- b. Brand Image
- c. Brand Symbol
- d. Brand Positioning

41. "Jod jo tootega nahin" tagline is related with brand.....

- a. M-Seal
- b. Fevikwik
- c. Fevicol
- d. Ambuja cement

42. Which of the following is created by management for the consumer and for the company through good brands:

- a. Value
- b. Price
- c. Cost
- d. Rate

43. Which of the following is the characteristic of personality of a brand?

- a. Logo
- b. Packaging
- c. Color
- d. Durability

44. A fashion clothing company getting into perfumes refers to the example of:

- a. Core Branding
- b. Composite Branding
- c. Complementarity Branding
- d. Co-branding

45. Introducing additional items in the same product category by adding new flavors, forms, colors, ingredients or package sizes, under the same brand name, is known as:

- a. Line extensions
- b. Product mix
- c. Interactive marketing
- d. Service intangibility

46. When Company combines existing brand with new brands , the brands are called

- A. Parent Brand
- b. Product extension
- c. Brand Extension
- d. Sub brand

47.includes two aspects of a brand – its associations and its personality.

- a. Brand attitude
- b. Brand positioning
- c. Brand relationship
- d. Brand image

48. Lifebuoy – kills the germs you cannot see, is an example of

- a. Emotional benefit related to positioning
- b. Functional benefit related positioning
- c. Usage occasion related to positioning

d. Health-related positioning

49. Vaseline- petroleum jelly sold as lip salve and moisturizer, is an example of

a. Benefit related positioning

b. Positioning by usage occasion and time of use

c. Category related positioning

d. Price Quality positioning

50. Which is not an example of Positioning by usage occasion and time of use?

a. Listerine – night time rinse

b. Nescafe – Great start to the morning

c. NIIT (Inspired.....life begins at NIIT)

d. Domino's (When families are having fun)

CONSUMER BEHAVIOR (ADVERTISING) – BMM SEM 5

SAMPLE QUESTIONS

1. _____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.
 - a. Consumer behavior
 - b. Consumer interest
 - c. Consumer attitude
 - d. Consumer perception

2. _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
 - a. Consumer behavior
 - b. Consumer interest
 - c. Consumer attitude
 - d. Consumer perception

3. _____ is not included in message code used for consumer communication
 - a. Verbal
 - b. Nonverbal
 - c. Climax
 - d. Paralinguistic

4. _____ refers to how an individual perceives a particular message
 - a. Consumer behavior
 - b. Consumer interest
 - c. Consumer attitude
 - d. Consumer interpretation

5. _____ can be described as an affective mental state
 - a. Attitude
 - b. Cues
 - c. Perception
 - d. Stereotype

6. _____ are the internal, influences on consumer buying behaviour
 - a. Perception, learning, and motivation
 - b. Ethnicity and family

- c. Values and brand loyalty
- d. Family, friends, lifestyle

7. The process that creates changes in behavior is called _____

- a. Selective adoption
- b. Learning
- c. Involvement Manipulation
- d. Attitude Adjustment

8. 'Ads showing a housewife removing stubborn stain using a detergent' - is an example of _____

- a. Celebrity appeal
- b. Common man appeal
- c. Expert appeal
- d. Executive spokesperson

9. The basic premise of the _____ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."

- a. lifestyle concept
- b. self-concept
- c. personality concept
- d. cognitive concept

10. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.

- a. Motive.
- b. want
- c. demand
- d. Requirement

11. A _____ is a strong internal stimulus that calls for action.

- a. Drive
- b. Cue
- c. response
- d. perception

12. If a consumer tells friends "I like my car more than any other car on the road," then the consumer has expressed his _____

- a. Rule
- b. Attitude
- c. Belief
- d. Cue

13. _____ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
- Multilingual needs
 - Cultures
 - Subcultures
 - Product adaptation requirements.
14. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.
- Sales strategies
 - Marketing concepts
 - Cultural values
 - Brand images.
15. In terms of consumption decisions, middle class consumers prefer to _____.
- Buy at a market that sells at a whole sale rates.
 - Buy what is popular.
 - Buy only the brands which sell at affordable prices
 - Analyze the market and select the best at the lowest prices
16. Many sub-cultural barriers are decreasing because of mass communication, mass transit, and a _____.
- Decline in the influence of religious value
 - Decline in communal influences
 - Strong awareness of brands in the market
 - Strong awareness of pricing policies in the market.
17. According to the buyer decision process suggested in the text, the first stage is characterized as being one of _____.
- Awareness.
 - Information search
 - Need recognition.
 - Demand formulation.
18. The buying process can be triggered by a(n) _____ when one of the person's normal needs—hunger, thirst rises to a level high enough to become a drive.

- e. awareness
- f. external stimuli
- g. internal stimuli
- h. experiential motivation.

19. The stage in the buyer decision process in which the consumer is aroused to search for more information is called _____

- a. Information search.
- b. Evaluation of alternatives
- c. Search for needs
- d. Perceptual search.

20. The consumer can obtain information from any of several sources. If the consumer were to obtain information from handling, examining, or using the product, then the consumer would have obtained the information by using his _____.

- a. Personal source
- b. Commercial source
- c. Informative source
- d. Experiential source.

21. The place in the business buying behavior model where interpersonal and individual Influences might interact is called the _____

- a. Environment.
- b. Response.
- c. Stimuli.
- d. Buying center

22. In a _____, the buyer reorders something without any modifications.

- a. habitual re buying
- b. straight re buying
- c. modified re buying
- d. new task buying

23. Under _____ influence stage would you expect to find the influences of authority, status, empathy, and persuasiveness.

- a. environmental
- b. organizational
- c. interpersonal
- d. individual

24. _____ are factors that have been shown to affect consumer behavior the most.

- a. Brand name
- b. product, and price
- c. strategies, concept,
- d. Store outlet & logo

25. _____ refers to creating a brand personality.

- a. Segmenting
- b. Targeting
- c. Brand personification
- d. Branding

26. _____ is individuals and households who buy goods and services for personal consumption.

- a. The target market
- b. A market segment
- c. The consumer market.
- d. The ethnographic market.

27. Consumer purchases are influenced strongly by cultural, social, personal, and _

- a. Psychographic characteristics.

- b. Psychological characteristics.
- c. Psychometric characteristics.
- d. Supply and demand characteristics

28. A _____ consists of the activities people are expected to perform according to the persons around them.

- a. behavior
- b. attitude
- c. role
- d. status

29. _____ is the most valuable piece of information for determining the social class.

- a. The number of schooling years
- b. Their ethnic backgrounds
- c. Their friends
- d. Their occupations

30. Different social classes tend to have different attitudinal configurations _____ that influence the behavior of individual members.

- a. Personalities
- b. Values
- c. Finances
- d. Decision makers

31. _____ is the single factor that best indicates social class.

- a. Time
- b. Money
- c. Occupation
- d. Fashion

32. _____ is a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- a. Psychographics

- b. Personality
- c. Demographics
- d. Lifestyle

33. _____ is the process by which we receive information from the long term storage

- a. Sensory
- b. Retrieval
- c. Retention
- d. Encoding

34. Classical conditioning theory was propounded by _____

- a. Pavlov
- b. Porter
- c. Maslow
- d. Herzberg

35. _____ theory of learning has positive and negative reinforcement.

- a. Classical conditioning
- b. Instrumental learning
- c. Stimulus conditioning
- d. Need hierarchy

36. _____ describes changes in an individual's behavior arising from experience.

- a. Modeling
- b. Motivation
- c. Perception
- d. Learning

37. _____ is not an attitude component.

- a. Affective
- b. Cognitive
- c. Conative
- d. Effective

38. _____ means the desire to become more of what one is to become everything that one is capable of becoming.

- a. Social
- b. Esteem
- c. Self-actualization
- d. Basic

39. _____ refers to how consumers would like the society to see them.

- a. Actual self
- b. Expected self
- c. Ideal self
- d. Ideal Social self

40. Attitude, Aptitude, Temperament, Needs & Interest are _____

- a. Personality traits
- b. Perception traits
- c. Cultural traits
- d. Social traits

41. Primary reference groups include_____.

- a. College students
- b. Office colleagues
- c. Family and close friends
- d. Sports groups Answer: B

42. Secondary reference groups include_____.

- a. Family and close friends
- b. Sports groups
- c. Ethnic and religious groups
- d. Fraternal organizations and professional association

43. The cultural shift toward_____ has resulted in more demand for casual clothing and simpler home furnishings.

- a. liberal political causes
- b. conservative political causes
- c. informality.
- d. downsizing

44. Relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviors are called_____

- a. Cultures
- b. Subcultures.
- c. Social classes.
- d. Social factors.

45. As a form of a reference group, the_____ are ones to which the individual wishes to belong.

- a. secondary groups

- b. facilitative groups
- c. primary groups
- d. aspiration groups

46. The consumer processes information to arrive at brand choices occurs during _____ stage of the buyer decision process

- a. need recognition
- b. information search
- c. evaluation of alternatives
- d. purchase decision

47. With respect to post purchase behavior, the larger the gap between expectations and performance _____

- a. The greater likelihood of re-purchase
- b. The greater the customer's dissatisfaction.
- c. The less likely the consumer will be influenced by advertising
- d. The less likely the consumer will need sales confirmation and support

48. With respect to adopter categories, the _____ are guided by respect, are the opinion leaders in their communities, and adopt new ideas early but carefully.

- a. seekers
- b. innovators
- c. early adopters
- d. early majority

49. _____ products require less time and effort on part of the consumers to make a buying decisions.

- a. Low involvement
- b. High involvement
- c. Low decision
- d. High decision

50. _____ can be a powerful force in creating interest or actions with regards to purchasing goods and services.

- a. Expert
- b. Executive
- c. Celebrity
- d. Common man

Copywriting

Sample MCQs

TYBMM sem 5

- 1) The art of writing and compiling creativity in writing content
 - a) Copywriting
 - b) Copyrighting
 - c) content writing
 - d) creative writing

- 2) Creative people are _____ brained people.
 - a) Right
 - b) left
 - c) trendy
 - d) logical

- 3) The guideline that specifies the message elements of advertising copy
 - a) Creative plan
 - b) copy
 - c) media plan
 - d) media brief

- 4) Copywriters are _____
 - a) Congenial
 - b) Indisciplined
 - c) unsmart
 - d) non-communicative

- 5) The ability to generate new ideas by combining, changing, or reapplying existing ideas.
 - a) creativity
 - b) invention
 - c) Incubation
 - d) illumination

6) Ethos is an appeal to

- a) emotions
- b) ethics
- c) cognition
- d) logic

7) The conscious mind determines the

- a) actions
- b) reactions
- c) Perceptions
- d) attitudes

8) Simple, efficient rules which people often use to form judgments and make decisions

- a) heuristics
- b) kinesics
- c) proxemics
- d) calisthenics

9) The composition of headings, sub-headings and the body copy of advertisements, catalogues or brochures.

- a) Copywriting
- b) copyrighting
- c) editing
- d) poetry

10) Who plays a vital role in all advertising agencies world-wide, creating the language that drives consumerism.

- a) copywriter
- b) author
- c) director
- d) account planner

11) What is critical in persuasive writing?

- a) Repetition
- b) logic
- c) ethos
- d) Inconsistency

12) The Creative brief is the document prepared by the:

- a) Chartered Accountants for Audit of the accounts
- b) Media Planners for Media Planning
- c) Account planner to summarize the basic marketing and advertising strategy.
It gives direction to the creative team as they search for a creative concept.
- d) Copy writers

13) These audience pick up on details and nuances:

- a) Seniors
- b) Executive
- c) Children
- d) Women

14) _____ in creative process is Eureka phenomenon.

- a) Illumination
- b) Immersion
- c) Incubation
- d) digestion

15) The unconscious mind determines the _____.

- a) actions
- b) reactions
- c) contrast
- d) complex computations

16) The appeal to logic

- a) ethos
- b) logos
- c) pathos
- d) ideas

17) Children's ability to nag their parents into purchasing items they may not otherwise buy is known as:

- a) Influence
- b) Emotional Power
- c) Love
- d) Pester Power

18) Ad that reminds people of the dangers of overexposure to the sun is:

- a) Humour appeal
- b) Fear Appeal
- c) Sex appeal
- d) Reason why appeal

19) This is a short, easy to remember that a reader or viewer will walk away with on his or her lips.

- a) Slogan
- b) Headline
- c) Repeated message
- d) Offer

20) It is often the basis of a firm's creative strategy when it has multiple brands competing in the same market.

- a) Branding
- b) Promotion
- c) Positioning

d) Niche marketing

21) Transcription Should Be Performed Only Into

- a) Any Language
- b) Native Language
- c) Foreign Language
- d) English language

22) The storyboard technique was borrowed from the

- a) Television industry
- b) Motion picture industry.
- c) Print Industry
- d) Radio Industry

23) The concept of the unique selling proposition (USP) was developed by

- a) Rosser Reeves
- b) David Ogilvy
- c) Phillip Kotler
- d) John Forde

24) Who popularized the idea of brand image in his famous book Confessions of an Advertising Man

- a) David Ogilvy
- b) Phillip Kotler
- c) Leo Burnett
- d) Charles Saatchi

25) The concept of positioning as a basis for advertising strategy was introduced by

- a) Jack Trout and Al Ries
- b) Leo Burnett
- c) Hugh Hefner
- d) Alyque Padamsee

26) A group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.

- a) Brainstorming
- b) Painting

- c) Planning
- d) Translation

27) SCAMPER is a mnemonic and S stands for

- a) Substitute
- b) solve
- c) Sketch
- d) style

28) The process of adapting a message from one language to another, while maintaining its intent, style, tone and context

- a) transcreation
- b) transposition
- c) incubation
- d) illumination

29) The creative brief may be referred to as a

- a) copy platform
- b) Agency brief
- c) Advertising brief
- d) ad campaign

30) A jingle with its repeat phrases has a far higher recall value than the visuals do. Jingles are:

- a) catchy little tunes
- b) phrases
- c) headlines
- d) slogans

31) In advertising, copy refers to the:

- a) Text, or words, used in an advertisement.
- b) Text, or words, used in an advertisement. The body copy is the actual paragraphs of supporting text

- c) Text, or words, used in an advertisement. The body copy is the actual paragraphs of supporting text adding additional facts and benefits to the headline and greater concept, in the instance of a print ad.
- d) Text, or words, used in an advertisement. The body copy is the actual paragraphs of supporting text adding additional facts and benefits

32) Credibility

- a) Is Not Important for the development of creative strategy development
- b) Is Important for the development of creative strategy development
- c) Is somewhat Important for the development of creative strategy development
- d) Is Important but not always

33) Which of the following is the function of a Left Brain _____?

- a) Specialize in Text
- b) Specialize in Context
- c) Simultaneous
- d) Synthesize big picture

34) The purpose of marketing brief:

- a) To help assess client's current situation, both internally and relative to its competition.
- b) The positioning strategy
- c) The type of creative strategy
- d) d). ideas of the copywriter

35) The CAN Elements are

- a) connectedness, appropriateness, and nuances
- b) connectedness, appropriateness, and novelty
- c) correctedness, appropriateness, and novelty
- d) connectedness, accuracy, and novelty

36) Create ideas that are both:

- a) Both simple and Shallow
- b) Both simple and profound.
- c) Both simple and fictional
- d) Both simple and based on data

37) Neighbours envy, Owners' pride' is an example of which type of slogan

- a) pride and possession
- b) comfort and convenience
- c) Joy and happiness
- d) Love and Affection

38) The Copy offers motive as to why the consumers are expected to buy the product of a particular brand

- a) Demonstration
- b) Slice of life
- c) Vignette
- d) Reason why

39) Connectedness is:

- a) When you make sure your target market cannot identify themselves with the ad.
- b) b)When you make sure your product is available in the market
- c) c)When you make sure your target market can identify themselves with the ad.
- d) When you make sure your product is sold in the market

40) This format uses a sequence of related advertisements as a device to maintain viewer interest

- a) Vignette
- b) Demonstration
- c) Dialogue
- d) Slice of life

41)The mood of the ad is highly personal, emotional, and involving. This ad often focuses on storytelling

- a) Slice of life
- b) Narrative
- c) Reason why
- d) Demonstration

- 42) A brief advertisement in a newspaper
- a) Display Ad
 - b) Special Ads
 - c) Classified Ad
 - d) Commercials ad
- 43) It should be able to attract further inquiry and generate publicity around your offer.
- a) Marketing
 - b) Selling
 - c) Press Release
 - d) Advertisement
- 44) It is a combination of advertisement and editorial.
- a) Print Ad
 - b) B2B
 - c) Advertorial
 - d) Infomercial
- 45) They are commercials with a long format that are telecast in television
- a) Advertorial
 - b) Infomercial
 - c) TVCs
 - d) Editorials Ads
- 46) The word brief (from the Latin “brevis”) means:
- a) Long
 - b) Very long
 - c) Short
 - d) Nice
- 47) ___ characters are limited for SMS.
- a) 160
 - b) 150
 - c) 140
 - d) 130
- 48) Headlines are in:

- a) Smaller Typeface then body copy
- b) Larger Typeface then body copy
- c) Same typeface as body copy
- d) Creative Typeface then body copy

49) This type of Ad execution involves a direct or indirect assessment of a brand against the competition

- a) Comparison
- b) Demonstration
- c) Testimonials
- d) Dramatization

50) In Press release copy

- a) Information About Company or Person is mandatory
- b) Information About Company or Person is avoided
- c) Information About Company or Person is Optional
- d) Information About Company or Person does not matter

Media Planning & Buying Sem Odd Semester Sample question

- 1) Media Planning helps to allocate
 - a. Media space
 - b. Media budget
 - c. Advertising
 - d. Advertising funds to the right products in the media

- 2) Media Buyer is responsible for
 - a. Developing the media mix
 - b. Media planning
 - c. Media Buying
 - d. Purchasing media space or time, as well as developing the campaign and researching how it will be most effective for the client.

- 3) Preferred Positions
 - a. Locations in print media that offer readership advantages. Preferred positions never carry a premium surcharge
 - b. Locations in print media that offer readership disadvantages. Preferred positions often carry a premium surcharge.
 - c. First Page advertisement
 - d. Last page advertisement

- 4) Make-Goods
 - a) Sales Promotion
 - b) Manufacturing goods
 - c) Selecting the good position in Print advertisement
 - d) A policy of compensating for missed positions or errors in handling the message presentation

- 5) Seasonality/Timing
 - a) When the sales of the brand is at peak
 - b) Information regarding seasonality of the product is an important consideration for the media planner
 - c) Festival season
 - d) Information regarding seasonality of the product is not an important consideration for the media planner

- 6) Target Audience
 - a) A profile of those who buy the existing product category
 - b) those who buy competitive brands
 - c) Those who are not in the campaign planning

d) A profile of those who buy the existing product category as also those who buy competitive brands is a very important

7) What is the full form of TRP in Media Industry?

- a. Television review point
- b. Travel rating point
- c. Television rating point
- d. Travel review point

8) What is the full form of BARC?

- a. Broadcast Audience Research Council
- b. Broadcast Audience Review Council
- c. Broadcast Audience Research Committee
- d. Broadcast Audience Review Committee

9) What is the full form of NCCS in Media Planning?

- a. New Customer Classification System
- b. New Consumer Classification System
- c. New Channel Classification System
- d. National Coalition for Cancer Survivorship.

10) NCCS divides the television owning household as:

- a. AB
- b. ABC
- c. ABCD
- d. ABCDE

11) If Budget is 800000 and GRP is 300 what is CPRP

- a. 2866.66
- b. 2766.66
- c. 3666.66
- d. 2666.66

12) If reach is 40 and frequency is 5 calculate GRP

- a. 300
- b. 400
- c. 500
- d. 600

13) Split run facilities.

- a. Technique used to test the effectiveness of Product.
- b. Technique used to test the effectiveness of service.
- c. Technique used to test the effectiveness of advertising copy.
- d. Technique used to test the effectiveness of budget.

14) Frequency Formula is:

- a. $R \times GRP$
- b. GRP/R
- c. R/GRP
- d. TRP/R

15) Budget Formula is

- a. $GRP/CPRP$
- b. $R/CPRP$
- c. $F/CPRP$
- d. $GRP \times CPRP$

16) OTS formula is

- a. Readership \times Insertions
- b. Readership/ Insertions
- c. $GRP \times CPRP$
- d. $GRP \times$ Readership

17) CPM formula is

- a. Cost of Ad /readership
- b. Cost of Ad \times readership
- c. (Cost of Ad /readership) \times 1000
- d. 1000 \times readership

18) In Term AEC, 'E' stands for.....

- a. Experience
- b. Experts
- c. Except
- d. Export

19) Reach Formula is

- a. FxGRP
- b. GRP/F
- c. F/GRP
- d. TRP/F

20) Web properties are a part of

- a. owned media
- b. paid media
- c. both owned and paid media
- d. earned media

21) What is Tear sheets?

- a. Sheets tore in two sheets
- b. Page cut from magazine or newspaper sent to advertiser.
- c. Not proper insertion of advertisement
- d. Two advertisement placed in different sheets of magazines

22) _____ is the process of strategically selecting a mix of media platform to place ads over a period of time in order to achieve an advertiser's campaign goals.

- a. Media buying
- b. Media selling
- c. Media planning
- d. Media brief

23) Conduct media research, determine media objectives and strategies, Determine the media mix, Do the actual media buy is the role of a _____

- a. Media buying
- b. Media selling
- c. Media planning
- d. Media audit

24) _____ is the practice of checking that the media that a client has bought is in the right places, at competitive prices.

- a. Media brief
- b. Media plan
- c. Blue print
- d. Media audit

25) _____ is the new tool for classifying consumers in India.

- a. SEC
- b. NCCS
- c. NSCS
- d. NSSC

26) 1) 1) Conduct media research 2) Determine media objectives & strategies 3) Determine media mix 4) Do actual media buy

- a. .Media buyer
- b. Media planner
- c. Media auditor
- d. Media seller

27) What are the challenges in media planning?

- a. Insufficient information
- b. Inconsistent technology
- c. Only A
- d. Both A& B

28) What are sources of Media Research?

- a. BARC
- b. NCD
- c. None of the above
- d. Both A& B

29) What is the full form of ABC?

- a. American Broadcast Company
- b. Australian Broadcasting Corporation
- c. Audit Bureau Circulation
- d. None of the above

30) _____ is an industry body, to design, commission, supervise and own an accurate, reliable and timely television audience measurement system for India

- a. NCD
- b. IRS
- c. BARC
- d. All of the above

- 31) The general term that refers to online search and display ads that target user based on cookies is known as _____
- Re-targeting
 - Negotiation tools
 - Mobile advertising
 - Email marketing
- 32) What is people's meter?
- A device to count people on a specific place
 - A device attached to TV set in order to record the viewers at specific programmes
 - A national device to count people
 - A device to calculate the audience who tune into radio at specific time
- 33) A large amount of _____ advertising is for retailers, local businesses and for promotion.
- Newspaper
 - Magazine
 - Radio
 - TV
- 34) Identify one reason media choices have become more difficult in recent years
- Internet is used more frequently than any other media
 - Segmentation of media and consumers
 - satellite radio has come on the scene
 - Newspaper now use colour
- 35) What is media strategy?
- It can be referred to as a checklist for the media planners to help them prepare a media plan for a client organization
 - It describes what you want the media plan to accomplish.
 - It describes how the advertiser will achieve the stated media objectives
 - It is the same brand's percent of total sales for the new category for the same time period.
- 36) GVT stands for = Gross..... per thousand.
- Visualization
 - viewership
 - viewpoint
 - visual

- 37) The total number of potential exposures (audience size by the number of times the ad message is used during a period
- Gross Impressions
 - Cost per thousand
 - Share of mind
 - Share of voice
- 38) _____ are placed in their metered homes are compact and use the latest technology
- Bar-o-meters
 - Camscore
 - RAM
 - IRS
- 39) The media planner's task is challenging because it must typically
- Know everything about newspapers
 - Have knowledge of traditional as well as emerging and converging forms of media
 - Monitor all social sites
 - Watch Tv
- 40) Identify one reason media choices have become more difficult in recent years
- Internet is used more frequently than any other medium
 - Satellite radio has come on the scene
 - Segmentation
 - Newspaper now use colors
- 41) The estimated number of people an advertisement reaches is called
- Newsstand Purchases
 - Subscriptions
 - Metrics
 - Impressions
- 42) Of the following, which is not a method of costing media
- CPM
 - CPA
 - CTR
 - CPR
- 43) The print medium continues to rely heavily on CPM to determine scheduling. What is CPM?

- a. A payment received for each action
- b. The relative average cost to reach one thousand people
- c. A percentage of impressions that results in a clic
- d. A percentage of households tuned to TV

44) Which of the following is not a valid statement?

- a. Independent media buying services specialise in media planning
- b. Media planning is less important than creative
- c. It is necessary to plan for out-of-home media
- d. The media environment has become fiercely competitive

45) One significant change in the paid-for media environment is

- a. The number of print vehicles available
- b. The presence of social media sites
- c. Terrestrial and satellite radio offerings
- d. The addition of cable Tv

46) Media selections and scheduling decisions associated with delivering advertising constitute a__

- a. Problem Solving Equation
- b. Media Kit
- c. Media Plan
- d. Message weight

47) Which of the following would not be involved in setting media objectives?

- a. Reach
- b. Frequency
- c. Low involvement purchase decision
- d. Target Audience

48) Psychographic profiles would include

- a. The generation to which the consumer belongs
- b. The post code of the consumer
- c. The lifestyle habits, attitudes and values of the consumer
- d. None of the above

49) ----- in advertising. is a series of decisions involving the delivery of message to the targeted audience.

- a. Market Analysis
- b. Media objectives
- c. Media planning
- d. Media strategy

50) ----- describes what you want the media plan to accomplish.

- a. Media Objective
- b. B) Media analysis
- c. Media mix
- d. Media strategy