

FYBAMMC

Sample questions

Introduction to Advertising

1. Advertising has an identified _____
 - a) scheme
 - b) system
 - c) sponsor
 - d) statement

2. IMC stands for _____Marketing Communications
 - a) inner
 - b) internal
 - c) integrated
 - d) interested

3. The measure of number of target audience members exposed to at least one media vehicle in a advertising cycle is _____
 - a) frequency
 - b) impact
 - c) reach
 - d) projective

4. I in AIDA stands for
 - a) Interest
 - b) Internet
 - c) Interact
 - d) Intermittent

5. In an ad agency a client is known as
 - a) Account
 - b) Businessman
 - c) Sponsor
 - d) Financer

6. The promotional forms often described as being too impersonal and only a one-way communication form
 - a) Personal selling
 - b) Advertising
 - c) Public relations
 - d) Sales promotion

7. Sharukh khan is an example of _____endorser
- a) company
 - b) client
 - c) celebrity
 - d) creative
8. _____ combine(s) sight, sound, and motion; appeals to the senses; and, has a low cost per exposure as advantages.
- a) Newspapers
 - b) Direct mail
 - c) Radio
 - d) Television
9. The sense of attraction created by an ad is known as _____
- a) Attraction
 - b) Entertainment
 - c) Appeal
 - d) Ad copy
10. A more of personal medium of advertisement?
- a) Internet Advertisement
 - b) Broadcast Media
 - c) Direct Mail Advertising
 - d) Print Media
11. USP stands for_____Selling Point
- a) universal
 - b) unit
 - c) unique
 - d) ultimate
12. Keeping consumers thinking about the product is the objective for which type of advertising?
- a) Informative advertising.
 - b) Persuasive advertising
 - c) Psychological advertising.
 - d) Reminder advertising.

13. _____ are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level

- a) advertisement media
- b) advertisement copy
- c) advertising layout
- d) teaser advertisements

14. Which is/are the types of unethical advertising?

- a) Surrogate
- b) Puffery
- c) Informative
- d) Both a&b

15. Match the following:

i. Volney B.Palmer	a. Themes
ii. Coupons	b. Catchy tune
iii. Appeals	c. Sales promotion
iv. Jingle	d. Ad agency

Select correct options:

- a) id; iic; iia; ivb
- b) ia; iib; iid; ivc
- c) ib; iia; iic; ivd
- d) ia; iic; iib; ivd

16. Who introduced the concept of DAGMAR

- a) Russell Peters
- b) Russell Coley
- c) Philipp Kotler
- d) David Ogilvy

17. Which advertisements are directed at a specialized and relatively small-sized target audience such as manufactures.

- a) Trade Advertising
- b) Industrial Advertising
- c) Consumer Advertising
- d) Corporate Advertising

18. Name of the promotional tool aimed at building good relations with a company and its publics?

- a) Publicity
- b) Public relations
- c) Advertising
- d) Promotion

19. Identify the “Wrong” one –

- a) Web page design
- b) Podcast
- c) Billboards
- d) Email commercial

20. _____ is about persuasion

- a) purchasing
- b) marketing
- c) advertising
- d) buying

21. Fevicol advertisement is an example of _____ appeal

- a) fantasy
- b) lifestyle
- c) animation
- d) humour

22. “Open Happiness “is slogan of: ___

- a) Coca-Cola
- b) Pepsi
- c) Limca
- d) Mountain dew

23. The creative strategy and the key execution details are spelled out in a document called:

- a) A Marketing Brief
- b) A media Brief
- c) A Financial Brief
- d) A creative brief.

24. Har ek friend Zaroori Hota Hain tune from Airtel is an example of

- a) Slogan
- b) Jingle
- c) Call to Action
- d) Catch Phrase

25. Which appeal suggests to the consumer that he or she can avoid some negative experience through the purchase and use of a product or through a change in behavior.

- a) Responsibility appeal
- b) Fear appeal
- c) Sex appeal
- d) Family appeal

Effective Communication Skills-II

1. Press jargon editing is known as _____.
 - a) PageMaker
 - b) Quark-Xpress
 - c) Generator
 - d) Subbing

2. National Press Day is on
 - a) November 1
 - b) November 16
 - c) October 21
 - d) January 7

3. Choose the correct alternative which can be substituted for the below given sentence.

“The arrangement of events or dates in the order of their occurrence.”

 - a) Chronology
 - b) Potable
 - c) Plagiarism
 - d) Allegory

4. Choose the correct antonym of the given word:
‘Feeble’
 - a) Stingy
 - b) Innocent
 - c) Proud
 - d) Powerful

5. The word ‘precis’ which is of _____ origin.
 - a) English
 - b) German
 - c) Italy
 - d) French

6. Which of these words contains a silent letter?
 - a) Recap
 - b) Receipt
 - c) Rejuvenate
 - d) Relish

7. "Brackets" are also called _____.
 - a) Parenthesis
 - b) Period
 - c) Colon
 - d) Interjection

8. Find the correctly spelt word.
- Subtle
 - Judgement
 - Ancient
 - Courageous
9. Which of these is not a punctuation mark?
- Full stop
 - Hashtag
 - Comma
 - Colon
10. We should avoid giving _____ in the precis.
- Supplements
 - Experiences
 - Examples
 - Theories
11. The _____ is recorded by the Secretary of the organization or company.
- Notice
 - Minutes of the Meeting
 - Agenda
 - Circulars
12. The process of transferring files from a computer on the Internet to your computer is called _____.
- Uploading
 - Forwarding
 - FTP
 - Downloading
13. Which one of the following is not a search engine?
- Bing
 - Yahoo
 - Google
 - Windows
14. Which of these details are not mentioned in minutes?
- Venue of the meeting
 - Date of the meeting
 - Name of the chairman
 - Age of the chairman
15. Which of these must not be mentioned in a business letter?
- Information of the quality of the order
 - Name of the firm
 - The mode of payment
 - With regards

16. Which of these should not be present in a business letter?
- The name of firm or businessman
 - The date
 - Business jargon
 - Courteous leave-taking
17. The space to be left from the top is ____
- 5 cms
 - 2.5 cms
 - 4 cms
 - 2 cms
18. Sales letters start with
- An easy and effective way
 - An attention getting device
 - A smooth story
 - Buffer
19. Complaint letter should be called _____.
- Persuasive letters
 - Claim letters
 - Inquiry letters
 - Sales letters
20. Every PIO will be liable for a fine of Rs. _____ per day if not provided the information at a stipulated time.
- 250/-
 - 500/-
 - 1050/-
 - 1200/-
21. Before starting to write a report, it is advisable to develop _____.
- A theme
 - A chapter
 - A model
 - An outline
22. A list of illustrations, included figures and tables, placed on;
- Abstract
 - Title page
 - Table of contents
 - Bottom line
23. _____ is a suggestion made for a future course action.
- Terms of Reference
 - Procedure
 - Findings
 - Conclusion

24. Select the correct tagline used for **“There are some things money can’t buy.”**

- a) Uber
- b) Capital One
- c) Gatorade
- d) MasterCard

25. Identify the correct translation from Hindi to English of the following commercial slogan:

“दोबारा मत पूछना”

- a) Sprite
- b) Chlormint
- c) ICICI
- d) Lays

Foundation Course – II

1. Elimination of the government control over activities is known as _____.
 - a) Liberalization
 - b) Privatization
 - c) Globalization
 - d) Disinvestment Policy

2. The New Economic Policy was introduced under the Prime Ministership of
 - a) Indira Gandhi
 - b) P. V. Narshima Rao
 - c) Rajiv Gandhi
 - d) Dr. Manmohan Singh

3. The UDHR consists of a Preamble and _____ articles.
 - a) 30
 - b) 20
 - c) 40
 - d) 50

4. Which of the following factors is an abiotic factor?
 - a) Genes
 - b) Organisms
 - c) Climate
 - d) Trees

5. In which of the following years the governments of India adopted the New Economic Policy?
 - a) 1979
 - b) 1991
 - c) 1989
 - d) 2009

6. _____ is known as the 'Father of Natural Law'.
 - a) Hobbes
 - b) Grotius
 - c) Locke
 - d) Rousseau

7. The Magna Carta was signed in _____.
 - a) 1215 AD
 - b) 1217 AD
 - c) 1216 AD
 - d) 1218 AD

8. _____ prohibits the state from discriminating against any individual or group of individuals.
- Article 15
 - Article 17
 - Article 16
 - Article 18
9. Maslow's theory is related to _____.
- Self- Actualization
 - Stress
 - Conflict
 - Aggression
10. _____ was enacted by the parliament in 2005.
- Right to Employment
 - Right to Freedom
 - Right to Information
 - Right to Education
11. Abolition of _____ is provided under Article 17 of Indian constitution.
- Caste
 - Untouchability
 - Child Labour
 - Sati
12. Refugees are migrants who experience
- Voluntary migration
 - Seasonal migration
 - Forced migration
 - Easy migration
13. UDHR stands for _____
- Universal Declaration of Human Resource
 - Universal Demand of Human Rights
 - Universal Declaration of Human Rights
 - Universal Demand of Human Resource
14. _____ is a branch of biology that deals with the relations of organisms to one another and to their physical surroundings.
- Ecology
 - Environment
 - Biodiversity
 - Ecosystem
15. _____ is a terrestrial ecosystem
- Deep water
 - Ponds
 - River
 - River

16. Which of the following is NOT classified as a concealer in conflict management?
- Feeling Swallowers
 - Subject-changers
 - Avoiders
 - Confronters
17. _____ led to the advent of consumerist culture
- Liberalization
 - Privatization
 - Migration
 - Agricultural reforms
18. Which of the following was not an advantage of Privatization in India?
- Reduced financial burden on the government
 - Helped to trim the size of administrative responsibility
 - PSUs were sold at throwaway prices
 - Encouraged entrepreneurship
19. ICT is an acronym for _____
- Information and Communication Technology
 - Indian Communication Technology
 - Information and Commerce Technologies
 - Intellect and Communication Technologies
20. When a stressful situation is perceived as an opportunity that will lead to a good outcome, it is called _____
- Distress
 - Under-stress
 - Eustress
 - Stress
21. Which of the following is NOT a source of organizational stress?
- Work Overload
 - Role Ambiguity
 - Cognitive dissonance
 - Rotating Shifts
22. The Stress and General Adaptation Syndrome (GAS) was developed by _____
- Hans Selye
 - Rousseau
 - John Locke
 - Thomas Hobbes

23. _____ is a prejudice, discrimination, or antagonism directed against a person or people on the basis of their membership of a particular racial or ethnic group, typically one that is a minority or marginalized.
- a) Homophobia
 - b) Racism
 - c) Sexism
 - d) Ageism
24. The concept of Liberalization of the economy is a _____ idea
- a) Capitalist
 - b) Socialist
 - c) Authoritative
 - d) Monarchical
25. _____ is the rigid, rocky outer layer of the Earth, consisting of the crust and the solid outermost layer of the upper mantle.
- a) Hydrosphere
 - b) Atmosphere
 - c) Lithosphere
 - d) Biosphere

Media, Gender and Culture

1. A symbol is anything
 - a) that represents something else
 - b) that does not represent anything else
 - c) that represents only emotions
 - d) that represents itself

2. _____ are established rules of behaviour or standards of conduct.
 - a) Laws
 - b) Norms
 - c) Guidelines
 - d) Decree

3. _____ refers to the interactions between, and politics of, technology and culture.
 - a) Technoscience
 - b) Technoculture
 - c) Technopolitics
 - d) Neo-technology

4. Imagined realities are possible by the creation of
 - a) Myths
 - b) Science
 - c) Technology
 - d) Nature

5. Risk society is the manner in which _____ society organizes in response to risk.
 - a) Oriental
 - b) Traditional
 - c) Medieval
 - d) Modern

6. Name the author of the book “The Structure of Social Action”
 - a) Talcott Parsons
 - b) Michel Foucault
 - c) Yuval Noah Harari
 - d) Max Weber

7. _____ political ideology supports social equality and egalitarianism, often in critique of social hierarchy.
 - a) Right-wing
 - b) Far-right
 - c) Left-wing
 - d) Centre

8. What is the relationship between base and superstructure?
- The change in the economic base of a society leads to the change in superstructure.
 - The change in superstructure leads to the change in the economic base of a society.
 - Both the economic base and the superstructure are mutually exclusive and do not influence each other
 - Any one – base or superstructure - can change first depending on the circumstances.
9. _____ notes hegemony as the “cultural, moral and ideological” leadership of a group over allied and subaltern groups.
- Antonio Gramsci
 - Karl Marx
 - Raymond Williams
 - Michel Foucault
10. The architectural model of the panopticon was developed by
- Michel Foucault
 - Max Weber
 - Jeremy Bentham
 - Karl Marx
11. Which of the following statements is TRUE?
- Gender is a biological construct
 - Gender is a biological constant
 - Gender and Sex are synonyms
 - Gender is a social construct
12. Which of the following statements is NOT true?
- Hegemonic masculinity was a concept theorised by R.W. Connell
 - The theory notes that multiple masculinities vary across time, culture and the individual
 - Aggression, athleticism, leadership and dominance are traits of hegemonic masculinity
 - Hegemonic masculinity does not exercise dominance over other forms of masculinities.
13. _____ is the social conditions brought about by the widespread use of computer networks for communication, entertainment, and business.
- Cyber culture
 - Hegemony
 - Neo-culture
 - Risk culture
14. _____ is a unit of cultural transmission according to Richard Dawkins.
- Idea
 - Meme
 - Myth
 - Gene

15. Memes compete with each other for
- Amalgamation
 - Elimination
 - Attention
 - Ambiguity
16. “Where there is power, there is resistance”. This observation was made by
- Michel Foucault
 - Max Weber
 - Karl Marx
 - Fredrich Engels
17. The term _____ is used to describe reactions against contradictions and absences in feminism, especially second-wave feminism and third-wave feminism.
- Prefeminism
 - Intersectionality
 - Postfeminism
 - liberal feminism
18. L'écriture féminine is a term coined by Hélène Cixous, in
- “Powers of Horror: An Essay on Abjection”
 - “The Communist Manifesto”
 - “Discipline and Punish”
 - “The Laugh of the Medusa”
19. _____ is the transformation of goods, services, ideas, nature, personal information or people into commodities or objects of trade.
- Subjugation
 - Alliteration
 - Commodification
 - Commoditization
20. When studying different areas of the world, it is important to have an idea of a particular region’s culture. But, how do we define “culture”?
- A person’s lifestyle
 - All elements that make up a society or a civilisation
 - Individuality
 - A type of governance
21. Ephraim was excited at first about his study abroad trip to the United States. After he arrived, he was surprised to find out that he had periods of loneliness and disorientation. What Ephraim should know is that he is in the process of _____.
- Enculturation
 - Ethnocentrism
 - Resocialization
 - culture shock

22. _____ leads to the reduction in cultural diversity.
- a) Culture shock
 - b) Cultural homogenization
 - c) Localisation
 - d) Glocalisation
23. _____ is a movement that sees a connection between the exploitation and degradation of the natural world and the subordination and oppression of women.
- a) Ecology
 - b) Postfeminism
 - c) Ecofeminism
 - d) Ecosystem
24. The concept of orientalism by Edward Said notes that the Orient subject is developed in contrast to the _____ subject
- a) Occident
 - b) East Asian
 - c) Indian
 - d) Arabian
25. The concept of soft power was theorised by
- a) Joseph Campbell
 - b) Joseph Conrad
 - c) Michel Foucault
 - d) Joseph Nye

Content Writing

1. In a newspaper, Editing is often referred as _____.
 - a) Subbing
 - b) Copywritng
 - c) Proofreading
 - d) Plagiarising

2. Fullform of SEO?
 - a) Search Engine Operator
 - b) Search Engine Open
 - c) Search Engine Optimization
 - d) Source Engine Operation

3. The accused was guilty of false misstatement. Identify the redundancy
 - a) accused
 - b) guilty
 - c) false
 - d) misstatement

4. Choose the correct meaning of the word 'incorrigible'
 - a) insuperable
 - b) beyond reformation
 - c) indestructible
 - d) inveracious

5. 'I am content with the content we have.' is an example of?
 - a) Homophones
 - b) Homographs
 - c) Digraph
 - d) Diphthongs

6. Choose the correctly punctuated sentence.
 - a) Do you want it now? I asked.
 - b) Do you want it now? "I asked."
 - c) Do you want it now? I asked.
 - d) Do you want it now? I asked."

7. Why do we use a full stop?
 - a) To end a sentence when it's a statement
 - b) To begin a statement
 - c) To continue a statement
 - d) To pause a statement

8. Copywriters are similar to _____.
- technical writer.
 - technical editor.
 - creative editor.
 - artist.
9. _____ plagiarism is committed when a writer summarises an idea taken from another source and fails to cite the author and to provide corresponding reference.
- Paraphrasing
 - Paragraph
 - Sentence
 - Verse
10. Which files are readymade styles contents that can be used for a presentation document?
- Presentation
 - Templates
 - Letters
 - Magic Wands
11. On a website, where do we come to know about the organisation?
- about us tab
 - contact info
 - graphics
 - photos
12. Which of the following is not a pair of homophones?
- knife-wife
 - knew-new
 - sun-son
 - cereal-serial
13. _____ is the study of words, how they are used in sentences, and how they change in different situations.
- Content writing
 - Punctuation
 - Grammar
 - Sentence framing
14. The slide used to introduce a topic for the presentation is called the _____
- Title slide
 - Bullet Slide
 - Table Slide
 - Graph Slide
15. _____ is the representation of another person's original work as one's own work.
- Quotation
 - Keyword
 - Plagiarism
 - Citation

16. Pictorial presentation of scenes is
- a) Incubation
 - b) brain storming
 - c) mind mapping
 - d) story boarding
17. The word Grammar comes from the ____ word 'grammatike techne', meaning the art of letters.
- a) Greek
 - b) French
 - c) Italian
 - d) Sanskrit
18. Which word or phrase should be deleted from the following sentence? The children cried when Paul was euthanized because of their past memories of Paul.
- a) Cried
 - b) Euthanized
 - c) Past
 - d) memories
19. Capital letters are used
- a) To end a sentence when it's a statement
 - b) Introduce a list of things
 - c) This mark shows strength of emotion.
 - d) At the start of a new sentence.
20. Space and punctuations are removed and the first letter of each word in capitalised.
- a) snake case
 - b) sentence – case
 - c) camel case
 - d) all caps
21. Choose the correctly punctuated sentence.
- a) Ram said, "I really love it when it's hot outside."
 - b) Ram said "I really love it when it's hot outside."
 - c) "I really love it when it's hot outside." says Ram.
 - d) "I really love it when it's hot outside.", says Ram.
22. Which files are readymade styles contents that can be used for a presentation document?
- a) Presentation
 - b) Templates
 - c) Letters
 - d) Magic Wands

23. What is the kind of language suitable for writing captions?
- a) Formal
 - b) Casual
 - c) Funny
 - d) Conversational
24. Which of these is used between sentences which are grammatically independent?
- a) Colon
 - b) Semicolon
 - c) Comma
 - d) Hyphen
25. Content writing includes _____ as an important part of writing
- a) Fiction
 - b) non fiction
 - c) point of view
 - d) grammatically correct sentences

Introduction to Journalism

1. Expand PTI
 - a) Press Trust of India
 - b) Present Trust of India
 - c) Past Trust of India
 - d) Protest trust of India

2. The main responsibilities of the ____ department are –
 - i. Selling the newspaper
 - ii. Delivering it and
 - iii. Collection from subscribers.
 - a) Printing
 - b) Administration
 - c) Readership
 - d) Circulation

3. This department looks after the general ____ work pertaining to personnel their selection, training, promotion, allotment of work, maintaining leave record, liaison with government departments, general facilities and all such work that facilitates working of other departments
 - a) HR
 - b) Administration
 - c) Training
 - d) Legal

4. A magazine ____ editor ensures that their publication is full of entertaining, informative and newsworthy articles
 - a) City
 - b) Feature
 - c) Sub-editor
 - d) Senior sub-editor

5. The Press Council of India was first constituted on 4th July, ____ as an autonomous, statutory, quasi-judicial body, with Shri Justice J R Mudholkar, then a Judge of the ____ Court, as Chairman.
 - a) 1965, High
 - b) 1966, Supreme
 - c) 1967, High
 - d) 1968, Supreme

6. Which of the following best describes journalism?
- It is a field of study which involves gathering and delivering information to the public.
 - A field of mass communication which is aimed at providing the citizens with information which will make them free and self-governing.
 - The study of creating news articles and opinion articles that shall form an informed citizenry.
 - The analysis of creating news articles and opinion articles that shall form an informed citizenry
7. Which of the following is NOT an element of news?
- Timeliness
 - Impact
 - Oddity
 - Currency
8. Which of the following are principles that govern opinion writing?
- Accuracy and Balance
 - Accuracy and Fairness
 - Balance and Research
 - Fairness and Research
9. A feature article may do any of the following except
- Entertain
 - Inform
 - Educate
 - Persuade
10. Which of the following will best describe news?
- News is an account of recent events which are significant and interesting.
 - News is a record of recent events written in the newspaper.
 - News is a record events which are timely and interesting.
 - Aimed at informing the public, news consists of stories which are significant to the public.
11. Who started Journalism in India?
- James Auguts Hickey
 - Raja Ram Mohan Roy
 - Mohd Ali Jinnah
 - Maulana Abdul Kalam Azad
12. Which act was enacted in the year?
- 1875
 - 1876
 - 1878
 - 1879

13. 1780-1818 can be called as _____
- Pre-historic era
 - Historic era
 - Post-historic era
 - Non-historic era
14. Madras Courier was launched in the year _____
- 1782
 - 1791
 - 1792
 - 1799
15. Name the Participatory Citizen Journalism in India.
- The Third Report
 - Global Voices Online
 - Merinews
 - CGnet

Professional Journalist – Code of ethics, cross check sources.	Value transparency, do not have set of values
Seek to control the news.	Challenges the news, offering an alternate perspective
Embraced social media to further their influence and get a scoop	Social Media has given the masses a voice and the means to produce their own content.

16. The above is distinguished between _____
- Main stream media, citizen journalism
 - Yellow journalism, jute journalism
 - Citizen journalism, Main stream media
 - jute journalism, Yellow journalism
17. *Two children at play were killed today when a sports car jumped the curb outside Prospect Park and ran them down. Twelve in the group were injured. Police Chief J.W. Carmichael attributed the tragedy to reckless driving. The driver, slightly injured, was . . .*
- The above is an example of _____
- Straight lead
 - Descriptive lead
 - Quotation lead
 - Pun Lead

18. When the tall, heavy, garishly dressed stranger appeared at the door, it was clear this was trouble.

He said, "I'm Lamont Woods," in a Southern accent quickened by exposure to speech patterns elsewhere.

I let him into my living room for a moment but hustled him out quickly because of the anxiety within him. My wife, Virginia, stayed out of sight but went to the window as we left and noted that he was driving a dark green Ford Torino. She tried for the licence plate but couldn't see it.

The above is an example of ____

- a) Straight lead
 - b) Descriptive lead
 - c) Quotation lead
 - d) Personal Lead
19. ____ Review, revealed that the most regular reason why stories don't appear is that they are 'too complicated'.
- a) The Columbia Journalism
 - b) The New York Journalism
 - c) The Indian Journalism
 - d) The Chinese Journalism
20. The classic example of ____ is said by Hartley to be the 1968 anti-Vietnam demonstration in front of the US Embassy in Grosvenor Square.
- a) Consonance
 - b) Unexpectedness
 - c) Timeliness
 - d) Currency
21. 'Man bites dog' is news. & is highly unpredictable is known as ____.
- a) Consonance
 - b) Unexpectedness
 - c) Timeliness
 - d) Currency
22. The Labour Party leader falls in the sea - that is news and is referred to as ____
- a) Reference to Élite Persons
 - b) Personalisation
 - c) Composition
 - d) Continuity
23. The first newspaper client to subscribe was the London Morning Advertiser in 1858 through ____.
- a) PTI
 - b) Reuters
 - c) Press Agencies
 - d) Citizen Journalism

24. The news writing style and the idea behind it can be graphically shown as an

_____.

- a) Inverted pyramid
- b) Pyramid
- c) Straight pyramid
- d) Climax

25. _____ act as an index of the contents of the newspaper, and a summary of the information in its stories.

- a) Lead
- b) Headlines
- c) Summary Lead
- d) Nut graph