

Agency Management

Sample questions

Following questions are provided for the benefit of students. These are indicative only.

1. Account planning process ____
2. Budget for a communication campaign is decided by
3. Marketing audit has 3 elements, select the odd one out
4. SWOT stands for
5. Ideal way to study the environment
6. Under STP; Positioning is.....
7. Under STP; Segmentation is.....
8. Segmentation on the basis of geography would NOT include:
9. Segmentation on the basis of demography would NOT include
10. Segmentation on the basis of lifestyle would NOT include:
11. . 'Isse sasta aur accha kahin nahin' tagline of Big bazaar is positioned on
12. Tata Namak 'Deshkanamak' - tagline of Tata Namak is positioned on
13. Which of the following are not advertising strategies
14. Identify the targeting marketing strategy that treats the target market as one and does not consider that there are market segments
15. VALS is a segmentation
16. Iodex uses the..... positioning.

17. Manikchand Unche log unche pasand- uses the..... positioning.
18. Burger king against Mc Donalds- uses the..... positionin
19. Daag jayga per raang nahin jayga Surf excel- uses the..... positioning.
20. Hindustan Lever Limited which sells different soaps Life Buoy, Lux, Rexona, Liril, Pears and each of them has its own market they follow the
21. provides full range of service to advertiser.
22. A business plan is awhich helps owner to set out how he can develop and operate the business.
23. -----starts with identifying opportunity and scope of business
24. The knowledge of potential customer needs, foreign policies, observation of competitor's and their strategy helps for -----
25. Meeting with others and participating in organized group and considering each and every idea in the group and discussing together can lead to -----
26. _____ is the task of selecting an overall company strategy for long run survival & growth.
27. Criticising & opposing other's idea evaluate the strength & weakness of the proposed idea is termed as _____
28. _____ is one of the most important source of project ideas for setting up an agency
29. The process of concept development starts with _____ of the business.

30. _____ aims at eliminating barriers in the process of idea generation such as excessive dominance by one member & passive listening of others.

31.Means-End Value chain is

32.Process of converting storyboard into tvc _____

33.IMC means _____

34.Marketing strategy is the long term plan designed to achieve which objectives of client's firm

35.Product objectives are

36.Pricing objectives _____

37.STP stands for _____

38. The process of dividing market into smaller groups of buyers

39.Distribution objectives _____

40.Account management is also known as _____ servicing

42.Three stages of buyer behaviour _____

43.Awareness – knowledge – liking-preferences-conviction-purchase defines which model

44.DAGMAR is defined as _____

45.Awareness – Interest Evaluation –Trial Adoption defines which mode

46. A comprehensive document prepared by entrepreneur that consists of the vital information in regards of internal & external factors required to be considered,while starting new venture

47.Which is the correct order while selecting an advertising Agency?

48.Who is the key go-between for both the advertising agency and the client company?

49.Which One of the following is NOT the responsibility of Client Service Manager

50. Under which method of Agency Compensation, the agency is paid a fixed commission
51. The fixed rate of commission under agency Commission method is
52. Under what method of agency compensation, a flat fee is paid to agency for services performed
53. What are normally added to the cost of material & services bought by an agency
54. Which of the following is not included in Direct Cost?
55. Guidelines on agency compensation are led by _____
56. ANA stands for _____
57. When Fees & commission both are included is known as which compensation
58. Which is traditional source of Agency finance
59. Criticism of which method is that an agency is always tempted to recommend for several deliveries through expensive media in order to draw a longer remuneration
60. Creative Boutique charges _____
61. In which system, there is more scope for negotiation
62. If the cost of placing a full page advertisement in magazine is Rs 1,00,000 and agency follows Commission method, what will be the agency's earning?
63. Which is the method in which agency is given commission for media buying & fees for services rendered
64. In which method, the remuneration rate is fixed.
65. The approach of which system will change an agency client relationship to the advantage of the client
66. Which is not a mode of agency compensation
67. Reinforcement advertising:
68. AAAA defines as _____
69. _____ is a service organisation comprising of the team of experts, who create, plan & handle advertising

70. Advertising agencies provide a valuable resource for any enterprise seeking to _____
71. Promotional services include _____
72. Market research service include _____
73. Account management is also known as _____ servicing
74. _____ are responsible for body copy of the ad or slogan,etc
75. Production department comprises of _____
76. _____ is the type of agency completely owned by advertiser with the aim to secure complete control over advertising
77. According to Philip Kotler, services are _____
78. Stages in Client –Agency relationship _____
79. Areas of Agency evaluation _____
80. _____ is the method where agency is paid a fixed commission by media on media bill for media space bought by agency
81. _____ is the method where agency appoints a single agency to buy a space & time for all their brands
82. Speculative pitches means _____
83. Pop means _____
84. _____ means repayment of a part of money paid for the purchase
85. _____ is a process that involves research and information gathering about the client's products and services
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Advertising & Marketing Research

Sample questions

Following questions are provided for the benefit of students. These are indicative only.

- 1) Slogan Testing is the method of which research?
- 2) Which method measures the ability of the advertising to generate consumer affinity (liking) for both the advertisement and the brand being advertised.
- 3) _____ research usually concentrates on consumer's sensitivity to pricing.
- 4) Question Sequence feature
- 5) The Constant Sum Scaling:
- 6) Identify the most widely used Research technique in marketing.
- 6) When Observation takes place in a natural setting without the influence of external or outside control, it is called
- 7) Closed ended questions are:
- 8) Creative strategies are presented to respondents in the form of headline, followed by body copy placed on a white card for review.
- 9) Rating scale that is vertical in nature.
- 10) Which is a type of Concept Testing Method?
- 11) A rating scale of 1 to 5 ranging from strongly agree to strongly disagree is an example of?
- 12) Secondary Data is also referred to as?
- 13) A method of observation in which the researcher takes up an unidentified form.
- 14) _____ uses numbers in a form of mathematical analysis to explain research findings.
- 15) _____ is the focal point of marketing research .
- 16) The researcher must ensure that the question:
- 17) _____ relies on the personal judgment and convenience of the researcher rather than the chance to select sample elements.
- 18) A technique in which a consumer is asked to assume the role/behaviour of an object or another person.
- 19) A group interview involving 8 to 12 individuals lasting for about 2 hours.
- 20) The non- random sampling type that involves selecting a convenience sample from a population with a specific set of characteristics for your research study is called _____.
- 21) Greatest limitation of pre-testing is
- 22) The most popular antiseptic liquid is _____. This is an example of?
- 23) The test in which the consumer is asked to use two copies and determine which copy is better

- 24) Neuroscience in advertising research measures
- 25) _____ are formed by recruiting large numbers of households who provide information on their buying over time.
- 26) The health of a brand is measured by its _____.
- 27) The researcher must ensure that the question:
- 28) In _____, the researcher uses the element of chance for selecting sample.
- 29) Which of the following is a type of construction technique?
.
- 30) The process of drawing a sample from a population known as _____.
- 31) In which sampling, the sample is chosen by selecting a random starting point and then picking every *ith* element in succession from the sampling frame
- 32) Testing done after the ad copy has come out in the media & audience has seen the advertisement is known as
- 33) Actual performance of an ad in its communication & perception is gauged b
- 34) Additional sales generated by the ads are measured by
- 35) The purpose of post-testing is
- 36) Recall test & Recognition test are part of
- 37) Qualitative Interviews are also called as
- 38) _____ studies are a relatively quick way to check on your brands position with consumers in relation to your competition.
- 39) For Devising a Good Questionnaire what is essential
- 40) Staple Scale is a
- 41) Focus group discussion is led by?
- 42) Reference from earlier literature
- 43) Structured data collection is a formal list of questions framed so as to get the facts. The interviewer asks the questions strictly in accordance with:
- 44) Which of the following is used to assess advertising effect on buyers.
- 45) Product displayed and photographed from different angles representative of the consumers perspective.
- 46) Treatment in which respondents are asked to make hypothecial trade-offs between configured products?
- 47) Which is a copy testing method?

- 48) Choose the odd one out.
- 49) What is the search for new facts.
- 50) _____ indicates that there is no relationship between the dependent and independent variables.
- 51) The researcher must ensure that the answer to a question is:
- 52) Attitude scales are used to measure:
- 53) Galvano-metric response measures
- 54) Which testing is conducted to aid Memory recall?
- 55) Packaging research acts as a _____ technique.
- 56) Simple Attitude Scaling
- 57) A Likert scale is
- 58) TAT stands for?
- 59) Which one is a disadvantage of secondary data

60) Pretest involves :

61)

	Group A	Group B	Group C
Price	30	20	15
Economy	35	50	50
Safety	35	30	35
	100	100	100

The above is an example of which type of rating scale?

- 62) Physiological testing does not detect
- 63) Loyalty towards a brand is measured by its _____.
- 64) _____ is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization.
- 65) When scoring a semantic differential scale assessing evaluation, responses are coded from 1 to 7 or from -3 to +3, with higher numbers reflecting:
- 66) The researcher must ensure that the answer to a question is:
- 67) Mobile camera is an example of?
- 68) Which one of the following is a primary data collection method?
- 69) Eye movement camera is used for
- 70) Research that focuses on optimum price – feature configuration.
- 71) Latent association towards a brand is measured in terms of its ?
- 72) List of reference arranged in alphabetical order.
- 73) Secondary Data is also referred to as?
- 74) A method of observation in which the researcher takes up an unidentified form.

75) _____uses numbers in a form of mathematical analysis to explain research findings.

Contemporary Issues

Sample Questions

Following questions are provided for the benefit of students. These are indicative only.

- 1) What can you do to help fight climate change
- 2) Which of the following is a greenhouse gas?
- 3) What is the Greenhouse Effect?
- 4) Almost one-fifths of global Co₂ emissions are caused by:
- 6) What can you do to help fight climate change?
- 7) Which of these countries emits the most carbon dioxide?
- 8) When contaminants are introduced into the environment:
- 9) Globally, which of the following economic sectors emits the largest percentage of greenhouse gas emissions?
- 10) What is the primary cause of the overall rising trend in CO₂ in the atmosphere? 2m
- 11) What causes ocean acidification?
- 12) Which single technology can provide our society with a seamless transition to cheap, safe and carbon-free energy?
- 13) The biggest threat towards development is
- 14) Following is the most widely discussed impact of climate change:
- 16) The term Deforestation refers to:
- 17) Which sector is the single-largest consumer of fresh water in India?
- 18) In the HIPPO effect H stands for
- 19) The Effects of ozone layer depletion on human beings are
- 20) Air pollution may cause severe
- 21) Major causes of deforestation are
- 22) The main Sources of Non-Renewable Energy are

- 23) Measures of Sustainable Consumption of energy are
- 24) The law that protects children from sexual abuse is the:
- 25) UDHR stands for
- 26) Which of these bodies talks about children's rights?
- 27) Expand CEDAW
- 28) The concept of carbon credit means:
- 29) Which of these is not a problem faced by the police:
- 30) The concept of carbon credit means
- 31) Selling cigarettes and tobacco is prohibited near:
- 32) The law that aims to bring more transparency in government working is:
- 33) The Jan Lokpal Bill aims at:
- 34) A person who exposes a wrong doing or unethical activity is called
- 35) Children can pursue Education as a right under:
- 36) The Child Labour Act does not allow:
- 37) What are the Consequences of Corruption
- 38) The Whistleblower's Bill objectives
- 39) The Naxal movement originated from:
- 40) Naxal or Naxalite is a member of any political organisation that claims the legacy of the
- 41) Which of these states is facing insurgency in North-East?
- 42) The "act of terrorism" means activities
- 43) The main causes of Terrorism
- 44) Consequences of Terrorism
- 45) The money given to a displaced person is called
- 46) A displaced person is one:
- 47) The money given to a displaced person is called
- 48) Expand MIDC
- 49) Dowry deaths, wife battering is an example of
- 50) The area marked close to the seashore is called as
- 51) Sustainable development refers to a development:
- 52) Which of these is not a reason for farmers' suicides in India:
- 53) Some common solutions that can help farmers
- 54) Under the Constitution of India, the Police are
- 55) Expand AFSPA
- 56) Armed Forces Special Powers Act
- 57) States under AFSPA are
- 58) In India, tribals are also known as
- 59) The National Food Security Act provides for:
- 60) The distinctions between combatant and non-combatant in contemporary wars involving terrorists are
- 61) Terrorism can be defined as
- 62) In terms of economic trade, 'sensitive items' refers to:

- 63) Marriage is a/an
- 64) What is meant by sex-ratio?
- 65) Child abuse include
- 66) crime committed by a person of respectability and high
- 67) An Ordinance to provide protection of the rights of the children involved in criminal litigation is called
- 68) What is the fee for getting information under RTI Act?
- 69) Need for Police Reforms is
- 70) Farmer's suicide is caused due to
- 71) The role of MIDC consists of
- 72) Impact of AFSPA
- 73) ULFA is
- 74) Lok Pal Bill is
- 75) DRD may refer to
- 76) Importance of UDHR is
- 77) The need for coastal regulatory zone is to
- 78) National Health Policy passed in
- 79) Most tribal communities in India come from:.
- 80) A displaced person is one:
- 81) The money given to a displaced person is called:
- 82) Which of these projects have not had displacement issues
- 83) A parent or a person who has actual care of the child and includes such relative who is willing to bear the responsibility of the child is called
- 84) Delinquency is a kind of
- 85) Fast track Justice was introduced in which case?

DIGITAL MEDIA

Sample Question

Following Questions are provided for the benefit of students. These are inductive only

- what is the full form of LBS in mobile marketing?
- Mark Zuckerberg has been in international news for what concerning Facebook?
- What will you use if you have to advertise on the internet today?
- When you share another account's tweet on your own wall, what is it called?
- what is the key aspects of sending effective push notifications?
- Which of the following marketing based on very small, specific geographical locations (like neighborhoods or even specific streets)?
- How many maximum characters are allowed in sms marketing?
- What is full form of PPC pages?
- The formula of Pay-per-click is?
- The most effective AdWords ad headlines ___.
- Single-word or general keywords are ___
- Which one of these has been known as the social media for professionals?
- What is the most important metric for a website to be approved by Google
- What do you mean by CPA
- What do you mean by TOS in Digital Media
- What is the full form of CTR
- An AdWords Standard Edition account can house up to ___ campaigns and ___ ad groups per campaign.
- Google determines an ad's rank based on
- The customer review of a product on an E-Commerce website.
- Buying relevant keyword and Paid search marketing is about bidding
- People who had earlier visited the site is _____ Customising advertisements too.
- This aims at influencing users who have begun their research on search engines, but not needed that they have visited a brand site.
- Which design approaches help in building sites that are optimized for various screen sizes?
- Site designing for mobile is very similar to the web.
- Customer is ___, If customer's expectations and products performance matches
- Website functions, which are the most important?
- What is another name for hypertext
- What is alt-text
- Why is social media analytics important
- What is online piracy under the eyes of the law
- What is the full form of GIF
- What are backlinks
- Where is Silicon Valley located?

- An algorithm is a
- What is YouTube
- What is the basic unit of computer data
- What is "social media optimisation"?
- What is the name of Facebook's analytic package?
- How does creating a social network marketing plan differ from a traditional marketing plan?
- Content marketing aims ____.
- Which of the following is not a goal of Content Marketing?
- Which of the following is an example of digital media
- Which social network is considered the most popular for social media marketing?
- What is meant by "micro-blogging"?
- Which of the following is an example of traditional media
- Which social networking platform is known for visual posts
- Name a social networking site that has come after 2018
- Twitter is a ___ platform
- _____ is the most important aspect of digital marketing strategies
- What is SEO
- Pages that are linked from other search engine is known as ____.
- Social networks are organized primarily around ____.
- How is indexing done on Twitter
- What is the algorithm that Google used?
- Who was the main founder of Twitter?
- Which of the following is not a benefit of content marketing?
- The word "blog" is a shortened version of ____.
- What is the full form of CMS?
- The act of collecting, organizing, and sharing content is known as ____.
- Where are all links for the company stored in a proper format
- What is the full form of API
- When a post becomes really popular on social media what is it called?
- What are people who have a lot of followers on Social Media called?
- Which of the following is most common delivery channel for mobile marketing?
- Which of the following is not an advantage of email newsletters?
- what technique is used by legitimate marketers to customize offerings for specific customers?
- This is a term used for the number of times that user click on links in a message or on a website: it is much higher for legitimate marketing emails than for spam.
- How important is the authentication process in email marketing?
- Which of the following is NOT a Social Media Management service?
- How many main pillars of digital marketing?
- Which of the following factors have an impact on the Google PageRank?
- In which type of email campaign, advertisement are sent to target group of customer?
- In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:

Legal Env. & Ethics in Advertising

TYBMM Advertising

1. When the seller manipulates the price, it is known as
2. Under this act, the minimum age of forum member of a district forum should be
3. The maximum age state commission member should be
4. The maximum age national commission member should be
5. Which of the following forum can reappoint the same person as to its member?
6. In which forum it is compulsory to have a female member
7. Within how many days the opposite party has to answer after they are informed about the complaint?
8. Discourse ethics, an important foundation for an area of media ethics theory, was developed by which German social theorist and scholar?
9. It is advisable to use _____ as a source of advertising.
10. Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of
11. To introduce the new products to world of consumers is the main goal of
12. Advertisement through radio was very popular till the middle of last century because of _____.
13. Advertising creates employment as it increases the volume of sales and _____.
27. Lower costs, greater global advertising coordination consistent worldwide image are the _____ of international marketing decision.
14. Catalogues, magazines, newspaper and invitations to organization-sponsored events are associated with the marketing mix activity of _____.

15. From the perspective of sales, advertisements are required for
16. Which of the following is the most popular print media available to advertiser?
17. Drama, exhibitions, fair are effective means of
18. Comparing past sales and advertisement, trying for new experiments, measuring sale difficulties are
19. Magazines add credibility to the message because of the reputation in the eyes of
20. Which is the most recent and effective medium of advertisement.
21. Which word means a Consumer Dispute redressal forum?
22. Select the word that refers to packages of goods of the same type
23. CCPC stands for
24. BPO stands for
25. The correct term for a "ration shop" is
26. RTI stands for
27. If a drug is imported under a name which belongs to another drug or is an imitation, the drug is termed as
28. Advertising gives benefits to society of large people. At the same time it adds to cost, undermine social values, creating monopoly and encourage_____.
29. Creating innovative and new ideas, identifying customers benefit, selecting specific appeals for advertisements are the part of
30. Through ads customer used to take their purchasing decision in advance, in this way advertisement help in
31. _____ in advertisement means of providing complete information about the product and its uses to the society.
32. Pioneer advertising, consumer advertising and product advertising are
33. Which is helpful in promotion the businesses people and big industrialists are promoting their goods and services through networking sites like Facebook, Twitter etc.
34. The best advertisement is
35. Puffery in advertising is an ethical

36. The hidden persuaders was authored by
37. CSR stands for
38. Which advertisement will be a good example of "Selling Emotional Needs"?
39. Tobacco and alcohol industry try to advertise themselves via
40. The communication of a false statement that harms the reputation of an individual person, business, product etc is technically known as
- 41) A registration which protects the owners' invention is known as a
30. BIS Hallmark is a hallmarking system for
- 42) A statistical concept which basically means "zero defect" is better known as
43. The principle that ISP and governments regulating the internet should treat all data on the Internet the same, not discriminating or charging differently by user, content, platform etc is
44. Visual or auditory stimuli (ads) that the conscious mind cannot perceive, often inserted into other media such as TV commercials is known as
45. Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between _____.
46. "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified person". Who stated this?
47. Which is helpful in promotion the businesses people and big industrialists are promoting their goods and services through networking sites like Facebook, Twitter etc.
48. "Through newspaper any firm can reach literate customers only". It's a
49. Ethical issues in public relations, would not include which of the following?
50. Utilitarianism is an approach to ethics that means
51. Business interests in media organizations can often supersede the public interests entrusted to that organization. This can happen in which of the following ways?
52. Advertising is not flexible as the message is once fixed it can't be altered again and again according to the _____
53. From the perspective of sales, advertisements are required for
54. When a number of advertisements are published in the newspaper in series and in regular intervals are called
55. Advertising is generally criticized because the cost involved in making ads are

generally _____

56 _____ and loyalty programs are wonderful and cost effective way to stay in touch with customers when customer database is used correctly.

57. Levels of differentiation, market share, product lifecycle stage, correlating promotional spending and brand sales are part of _____ in advertising.

58. Advertising involves dissemination of information about a produce, service to induce people to take actions beneficial to

59. In advertisements we generally see a warning for cigarettes that "Smoking is Injurious to health". It's an example of

60. Selecting style, tone, words for making ads are part of

61. Through ads customer used to take their purchasing decision in advance, in this way advertisement help in

62. "Think globally, act locally" is a global advertising strategies and local advertising programs under _____ of international marketing decision.

63. Sandwich Board Advertisements is not suitable for the products like

64. A particular growing of customers assigned to a salesman for his sales activity is called

65. Digital marketing is same as

66. Advertising influences the mind of the consumers by creating desire and taste for

67. Magazines add credibility to the message because of the reputation in the eyes of

68. Creating innovative and new ideas, identifying customers benefit, selecting specific appeals for advertisements are the part of

69. Advertising gives benefits to society of large people. At the same time it adds to cost, undermine social values, creating monopoly and encourage _____.

70. Advertisement is a mass communication. It addresses to masses and it's a form of _____ communication.

71. Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between _____.

The word essential commodities include

72. The essential commodities act deals with cases related to

73. The consumer protection act was passed in the year

74. The consumer protection act was amended in the year

75. Which word means a Consumer Dispute redressal forum?

76. A person who pre-packs a commodity is called

77. Select the word that refers to packages of goods of the same type

78. _____ means a solid commodity containing a free flowing liquid that has been drained for 2 minutes

79. The district council is also known as

80. The 8 hidden needs are propounded by which of the following authors?

81. Tobacco and alcohol industry try to advertise themselves via

82. Visual or auditory stimuli (ads) that the conscious mind cannot perceive, often inserted into other media such as TV commercials is known as

83. Fundamental Rights in India are

84. UCC stands for

Sample Question

Following Questions are provided for the benefit of students. These are indicative only

_____ is a form of marketing that attempts to send its messages directly to consumers, without the use of intervening media.

Direct marketing is a form of marketing that attempts to send its messages directly to consumers, _____ media.

Direct Marketing plays a broader role, that of building _____ with the customer by communicating with them regularly.

An essential ingredient to any service provision is the use of appropriate staff is known as _____.

This refers to the systems used to assist the organisation in delivering the service. _____.

_____ is the element of the service mix which allows the consumer again to make judgments on the organisation.

E-marketing and online marketing is an example of _____ type of marketing.

_____ is also an umbrella term that covers the wide array of advertising channels we see daily.

Billboard and TV advertising, flyer, trade shows, exhibitions, radio, and poster campaigns are examples of _____.

Viral marketing, Social media, Search engine optimization, Mobile marketing, and e-mail marketing are examples of _____.

_____ enables to receive feedback instantly.

E-marketing and online marketing is an example of _____ type of marketing.

The variables include State, code, country, region, climate etc

A process by which a person persuades the buyer to accept a product or service.

It is determined by taking the total cost of your mailer & then dividing it by the number of pieces you actually sent out.

It involves selling goods & services through brokers, agents, online sites.

Referrals are _____ in calculating Life-Time Value of a customer.

This is a comprehensive approach for creating maintaining and expanding customer relationship:

It is determined by taking the total cost of your mailer & then dividing it by the number of pieces you actually sent out.

_____ catalogues are those that provide merchandise to be used during the business, including everything from office supplies to computers.

_____ are simply the databases of an organization, they include current customers, former customers, and inquiries.

_____ is the key area to manage is the accuracy of any data that is going to get back to the customer.

In order to make decisions about how long to hold records of customer or when to call them as the former customer is known as _____.

_____ is the act of ensuring that the database does not contain duplicate records of the same customer.

_____ is a collection of information that is organized so that it can easily be accessed, managed, and updated.

_____ is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.

Contests, product samples, and sweepstakes are the strategies of the following marketing communication.

The total net contribution that a customer generates during his or her life time on a house list is known as _____.

A concept of marketing communications planning that recognizes the added value in a program that integrates a variety of strategic disciplines is known as _____.

Three stages of consumer lifecycle are _____, customer retention and customer development.

Three approaches in Direct marketing are- Stand-alone, Integrated, and _____.

Which of the following aspects are of Mass marketing?

Individualized message and individualized incentives are the aspects of mass marketing.

_____ systems provide managers with the tools to understand their customers and tailor their service.

_____ is the process of selling related, an added item to a customer.

A person buying a golf club membership may be induced to buy a set of golf balls to go with the membership, is an example of _____.

To divide the number of people who responded to the campaign with the number of people you sent the direct mail piece to

It is the projected revenue that the customer will generate during their lifetime.

A process by which a person persuades the buyer to accept a product or service.

It uses database of customers/potential customers to generate personalized communications to promote a product or service.

A Large collection of information that is organized so it can be easily accessed, changed & updated.

It is a description of a customer based on demographic, geographic etc.

It gives details on age, race, gender, education religion etc.

The variables include State, code, country, region, climate etc

The customers could be exposed to information overload due to direct marketing.
This is one of the:

There is no segmentation involved and the firm believes that all customers have similar needs and they can be satisfied with the generic product. This is known as:

Objectives of Direct marketing is:

In Mass marketing there is:

This is a comprehensive approach for creating maintaining and expanding customer relationship:

The strongest aspect of Customer Relationship Management is that it is:

The full form of LTV:

Database management has:

A customized approach is possible, Day-to-day control are the advantages of _____ types of managing database management.

Indirect revenue is considered to be an _____ in calculating Life Time Value of a customer.

Contribution = Income - _____

The rate of interest on loan is been calculated on the _____ years for calculating the life-time value of the customer.

Referrals is _____ in calculating Life-Time Value of a customer.

Telemarketing is _____ in calculating Life-Time Value of a customer.

For the year 2019 sales is 20,000, Direct revenue is Rs 15,000, Indirect cost is Rs 15,000 the contribution will be _____.

For the year 2015 Bad debts is 1,000, referrals are Rs 1,000, catalogue is Rs 500 the contribution will be _____.

For the year 2018 sales is 10,000, Direct revenue is Rs 15,000, Marketing cost is Rs 15,000 the contribution will be _____.

Unsolicited commercial e-mails (UCE) is popularly known as.

Driving Traffic towards your website includes

The word KIOSK was originally taken into English from.

It is used widely in retail, tourism & insurance Industry.

Selling by using Psychological rather than economic inducement to attract & retain customers.

The use of short-term incentives to encourage the purchase or sale of a product or service is called _____.

Modern direct marketers rely heavily on database technologies and the internet, while early direct marketers primarily used direct mailers, telemarketing, and _____.

Which is not a technique of Managing Data

What does CRM stand for

Acquisition year is the _____ year for a customer.

A database management system (DBMS) is a system:

The sum total of all the information that an organization keeps". Is :

Sample Questions

TYBMM Sem VI

Following questions are provided for the benefit of students. These are indicative only.

Subject: financial management in Marketing and Advertising

Unit I Introduction of financial management: -

1. Investment is the _____.
2. Financial Management is mainly concerned with _____
3. The primary goal of the financial management is _____.
4. In his traditional role the finance manager is responsible for _____.
5. Market value of the shares are decided by _____
6. The finance manager is accountable for.
7. The market value of a share is responsible for _____.
8. From the below-mentioned items which are financial assets?
9. "Shareholder wealth" in a firm is represented by _____
10. The long-run objective of financial management is to: _____.
11. A _____ would be an example of a principal, while a _____ would be an example of an agent.

12. The market price of a share of common stock is determined by _____
13. The focal point of financial management in a firm is: _____.

14. The decision function of financial management can be broken down into the _____ decisions.

15. The controller's responsibilities are primarily _____ in nature, while the treasurer's responsibilities are primarily related to _____
16. Ordinary shares in limited companies: _____.
17. External sources of finance do not include:

18. Internal sources of finance do not include:

19. Preference shares:

20. A debenture is _____
21. Under the terms of a finance lease:
22. Funds required for purchasing current assets is an example of
23. Public deposits are the deposits that are raised directly from
24. Equity shareholders are called
25. ADRs are issued in

26. The term 'redeemable' is used for
27. Debentures represent
28. The maturity period of a commercial paper usually ranges from

29. Internal sources of capital are those that are
30. Which is the source of mid-term finance?

Unit II Financial Planning & Budgets:-

31. Plant utilization budget and Manufacturing overhead budgets are types of
32. R&D budget and Capital expenditure budget are examples of
33. A budgeting process which demands each manager to justify his entire budget in detail from beginning is
34. A budget is not _____
35. The broad purposes of budgeting do not include _____
36. A budget is a plan of action expressed in...
37. Budget is prepared for a...
38. A budget is tool which helps the management in planning and control of...
39. Budgetary control system acts as a friend, philosopher and guide to the...
40. Budgetary control system defines the objectives and policies of the...
41. Budgetary control helps the management in...
42. Budgetary control helps to introduce a suitable incentive and remuneration based on...
43. The success of budgetary control system depends upon the willing cooperation
44. Usually the production budget is stated in terms of...
45. Budget period is the...
46. Budget period depends upon...
47. The budgets are classified on the basis of...
48. An example of long period budget is...
49. Sales budget shows the sales details as...
50. Production budget is...
51. The main objective of budgetary control is...
52. A budget centre is...
53. The budget committee consists of...
54. Fixed budget is useless for comparison when the level of activity...

Unit III Working Capital Estimation (theory)

55. In finance, "working capital" means the same thing as _____
56. Spontaneous financing includes _____
57. Permanent working capital _____
58. Net working capital refers to _____

59. Which one of the following would increase the net working capital of a firm?
60. The length of time between the acquisition of inventory and payment for it is called the

Unit IV Financial statements & Ratio analysis:

61. When the concept of ratio is defined in respected to the items shown in the financial statements, it is termed as _____
62. The relationship between two financial variables can be expressed in:
63. Liquidity ratios are expressed in
64. Banks generally prefer Debt Equity Ratio at _____
65. An asset is a _____
66. The ideal quick ratio is
67. The analysis and interpretations of the financial statement will reveal
68. The technique of converting figures into percentage in some common base is called...
69. Ratio analysis is a technique of _____ of financial statement
70. Who is the user of ratio analysis?
71. What ratios are applied to find out the efficiency of performance of a firm?
72. Which of the following is the best for comparing the firms?
73. Liquidity ratio indicates the ability of the company to meet its
74. Net profit ratio shows the relation between net profits and
75. What is main component of operating expenses?
76. Return on capital employed shows the _____ of a firm.

Unit V Introduction of costing: - classification and marginal costing

77. Match the following

Group A: Name of Industry	Group B: Cost unit
Textiles	Passenger km
Transport	Meter, yards
Paints	Litre

78. _____ is that branch of accounting which is concerned with the process of ascertaining and controlling the cost of products or services.
79. Objectives of Cost Accounting are as follows:
- A. Ascertain Cost
 - B. Analyse Costs
 - C. Allocate and Apportion the Costs
 - D. Optimum Product Mix

80. Which of the following is direct Cost?
81. What are the types of cost based on traceability?
82. What are the types of cost based on Behaviour?
83. What are the types of cost based on Traceability?
84. _____ are costs incurred for general management of an organisation.
85. Selling and Distribution Expenses does not include _____.
86. Which of the following are example of Variable Expenses?
87. Which of these are elements of Cost?
88. Hire of special plant for a particular job is an example of _____.
89. _____ method of costing is used for printing work.
90. _____ is also called as Service Costing.
91. _____ is applied in the manufacture of mobile, T.V.s, Watches etc...
92. _____ is the amount of expenditure, actual or notional incurred on production of goods
93. _____ is a technic/method of ascertaining the cost.
94. Single Costing is also called as _____.
95. Cost means _____ in production of goods and services.
- Expenses incurred
 - Notional expenses
96. Which of the following statement is correct?
- Single Costing is also called as unit Costing.
 - Operating Costing is also called as Service Costing.
 - Costing is a technic/method of ascertaining the cost
97. _____ means a level of sales where there is no profit no loss.
98. _____ is a relation between Contribution and Sales.
99. _____ is an Excess of Actual Sales over BEP sales,

MCQs on Calculation or Numerical sums.

100. If Selling price is Rs 200 and contribution is Rs. 80 then Variable Cost will be ____.
101. If Selling price is Rs 200 and contribution is Rs. 80 then Profit volume ratio will be _____.
102. If Selling price is Rs 100 and contribution is Rs. 30 then Profit volume ratio will be _____.
103. If Variable cost is Rs. 60 and selling price is Rs 100 then Contribution will be ____.
- 104.** If selling price is Rs 100, Variable cost is Rs. 60 and Fixed cost is Rs. 2000 then BEP sales will be _____.
105. If Actual sales Rs. 60000 and BEP sales is Rs. 50000 then Margin of safety will be _____.
106. If Profit is Rs. 1000 and Profit Volume Ratio is 50% the Margin of Safety will be _____.

107. While preparing Flexible Budget If Rent of Building is Rs. 50000 at the level of production of 50000 units then what will be amount of rent of building charged in case of production of 100000 units?
108. While preparing Flexible Budget If Material Cost is Rs. 60000 at the level of production of 10000 units then what will be amount of Material Cost charged in case of production of 20000 units?
109. While preparing Flexible Budget If Depreciation of Machinery is Rs. 10000 at the level of production of 50000 units then what will be amount of Depreciation of Machinery charged in case of production of 100000 units?
110. While preparing Flexible Budget If Labour Cost is Rs. 600000 at the level of production of 60000 units then what will be amount of Labour Cost charged in case of production of 80000 units?
111. What will be Current Ratio if Current Assets are Rs. 500000 and Current Liabilities are Rs. 250000?
112. What will be Quick Ratio if Quick Assets are Rs. 200000 and Current Liabilities are Rs. 150000?
113. Gross Profit is Rs. 250000 and Sales is Rs. 1000000 then Gross profit ratios will be _____.
114. Cost of goods sold is Rs. 700000 and Sales is Rs. 1000000 then Gross profit ratios will be _____.
115. Net Profit is Rs. 100000 and Sales is Rs. 1000000 then Gross profit ratios will be _____.
116. If wages are paid half a month in arrears and wages for November and December 2020 is Rs. 40000 and 44000 then payment of wages to be paid in the month of December 2020 will be RS. _____.
- 117.** Expected Sales for the month of November and December 2020 is RS. 100000 and RS. 200000, respectively. 10% of sales is cash basis and balance are on 1-month credit. What will be the total receipt from sales in the month of December 2020?