

**Digital Media**  
**TYBMM (Journalism)**  
**Sample questions**

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

1. What is the algorithm that Google used?
  - A. Page Bank
  - B. Page Fast
  - C. Top Search
  - D. Page Rank
  
2. Mark Zuckerberg has been in international news for what concerning Facebook?
  - A. Privacy
  - B. Fake news
  - C. Crisis of Democracy
  - D. Deal with Jio
  
3. What will you use if you have to advertise on the internet today?
  - A. Facebook Ads and Google Ads
  - B. Deloitte
  - C. Microsoft
  - D. Bing
  
4. When you share another account's tweet on your own wall, what is it called?
  - A. Repost
  - B. Share
  - C. Retweet
  - D. Refresh
  
5. Which one of these has been known as the social media for professionals?
  - A. Facebook
  - B. Meet
  - C. Naukri.com
  - D. LinkedIn
  
6. Where is Silicon Valley located?
  - A. USA
  - B. UK
  - C. Bangalore
  - D. China
  
7. An algorithm is a
  - A. Recipe
  - B. UI
  - C. Law
  - D. The logic by which a program function

8. What is YouTube
  - A. Social Media
  - B. Social Video Platform
  - C. OTT
  - D. Storage website
  
9. What is the basic unit of computer data?
  - A. Bits
  - B. Bots
  - C. MB
  - D. KB
  
10. Which of the following is an example of digital media?
  - A. Newspaper
  - B. Billboard
  - C. Print magazine
  - D. Online Ads
  
11. Which of the following is an example of traditional media?
  - A. Newspaper
  - B. Digital Billboard
  - C. e magazine
  - D. Online Ads
  
12. Which social networking platform is known for visual posts?
  - A. LinkedIn
  - B. Mastodon
  - C. Dube
  - D. Instagram
  
13. Name a social networking site that has come after 2018
  - A. Facebook
  - B. Twitter
  - C. Mastodon
  - D. Pinterest
  
14. Twitter is a \_\_\_ platform
  - A. Blogging
  - B. Microblogging
  - C. Trolling
  - D. Bitcoin trading
  
15. \_\_\_\_\_ is the most important aspect of digital marketing strategies
  - A. Audience
  - B. Billboard
  - C. Cardinality
  - D. Hashtag

16. What is SEO
  - A. Optimization
  - B. Diversification
  - C. Print magazine
  - D. Chairperson
  
17. How is indexing done on Twitter
  - A. Influencers
  - B. Images
  - C. Blue tick
  - D. Hashtags
  
18. What is the first step of advertising on Facebook?
  - A. Hashtag
  - B. Post scheduling
  - C. Strategy and planning
  - D. Creating a Facebook Page
  
19. What is the money spent on advertising on Facebook called?
  - A. Cash
  - B. Facebook Dollars
  - C. AdSpend
  - D. Ethereum
  
20. Which of the following is NOT a Social Media Management service?
  - A. Hootsuite
  - B. Later
  - C. Alexa
  - D. Sprout Social
  
21. When a post becomes really popular on social media what is it called?
  - A. Newspaper
  - B. Billboard
  - C. Print magazine
  - D. Online Ads
  
22. What are people who have a lot of followers on Social Media called?
  - A. Rich
  - B. Influencers
  - C. Viralists
  - D. Digital natives
  
23. What is the full form of API?
  - A. Application Programme Interface
  - B. Applied Peak Information
  - C. Apropos Program Information
  - D. Application Programming Interface

24. Where are all links for the company stored in a proper format?
- A. Website
  - B. Server
  - C. YouTube
  - D. Dropbox
25. Who was the main founder of Twitter?
- A. Jack White
  - B. Jack Reacher
  - C. Jack Davis
  - D. Jack Dorsey
26. What is a Social Media Campaign?
- A. Political campaign
  - B. Campaign on social media
  - C. Campaign to make social media popular
  - D. Presidential campaigns
27. What is Apple's most famous hashtag?
- A. ShotoniPhone
  - B. iPhoneShot
  - C. iPhonePhoto
  - D. AppleImage
28. Which of the following is a problem on inorganic/paid SEO?
- A. Trolling
  - B. Influencers
  - C. Viralists
  - D. Maintenance
29. On-Page SEO happens on
- A. Website
  - B. Server
  - C. Algorithm
  - D. Digital surface
30. What are backlink
- A. Related return hyperlinks
  - B. Hyper relatedness
  - C. Virality counters
  - D. Virtual relationships
31. What is the full form of GIF?
- A. Good in Famine
  - B. Graphics Interchange Format
  - C. Graphical Information Format
  - D. Graphical Interface Format

32. What is online piracy under the eyes of the law
- A. Violation of Copyright laws
  - B. Acceptable
  - C. Public good
  - D. Essential good
33. Why is social media analytics important?
- A. Increases accuracy
  - B. Fine tune campaigns
  - C. Feed in
  - D. Digital natives
34. What is image optimization?
- A. Reducing size maintaining quality
  - B. Reducing quality maintaining size
  - C. Recoloring of image
  - D. Pixel peeping
35. What is alt-text
- A. Alternate information
  - B. Alternate ideology
  - C. Machine readable information
  - D. Illegal text
36. What is another name for hypertext?
- A. Chip
  - B. Fiber optic
  - C. Signal
  - D. Link
37. What is the full form of CTR?
- A. Cut through rate
  - B. Click through rate
  - C. Cull through rate
  - D. Caliber to rate
38. What do you mean by TOS in Digital Media?
- A. Time on Space
  - B. Time on Sale
  - C. Time on Site
  - D. Terms of Service
39. What do you mean by CPA?
- A. Cost per Add
  - B. Cost per Acquisition
  - C. Cost per Aggregate
  - D. Cost per Al

40. What is the most important metric for a website to be approved by Google?
- A. Image optimization
  - B. Virus free
  - C. Mobile friendly
  - D. Caliber to rate

**Contemporary Issues**  
**Sample Questions**  
**TYBMM (Journalism)**

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

1. Plants, living species, habitats, microorganisms form part of
  - A. Ecological system
  - B. Universal system
  - C. Climate system
  - D. Universal weather system
  
2. Which of the following is a greenhouse gas?
  - A. Methane
  - B. Oxygen
  - C. Sulphur dioxide
  - D. Hydrogen
  
3. Almost one-fifths of global Co<sub>2</sub> emissions are caused by:
  - A. Human population
  - B. Vehicles on roads
  - C. Heavy industries.
  - D. Water pollution
  
4. Which of these countries emits the most carbon dioxide?
  - A. China
  - B. USA
  - C. UK
  - D. India
  
5. What causes ocean acidification?
  - A. CO<sub>2</sub> dissolved in ocean water
  - B. Ocean pollution
  - C. Warm water
  - D. sea life and plants
  
6. Which single technology can provide our society with a seamless transition to cheap, safe and carbon-free energy?
  - A. Electric cars
  - B. Concentrating on solar power
  - C. Wind turbines
  - D. recycling of waste
  
7. The biggest threat towards development is
  - A. Population
  - B. Climate change
  - C. Melting polar ice-caps
  - D. Pollution

8. In the HIPPO effect H stands for
  - A. Habitat destruction
  - B. habit destruction
  - C. habitual destruction
  - D. hibernation
9. The Effects of ozone layer depletion on human beings are
  - A. Skin Cancer
  - B. Arthritis
  - C. Hair fall
  - D. Brain tumor
10. Major causes of deforestation are
  - A. Floods
  - B. Urbanization
  - C. Droughts
  - D. acid rain
11. The main Sources of Non-Renewable Energy are
  - A. Coal
  - B. Solar
  - C. Wind
  - D. hydro
12. Measures of Sustainable Consumption of energy are
  - A. Communicate successful management of sustainability
  - B. Find new ways to fulfill customers' needs with maximum environmental impact.
  - C. Governments need not rethink their regulations and incentives.
  - D. Stop recycling
13. UDHR stands for
  - A. Universal Declaration of Human Rights
  - B. United Declaration of Human Rights
  - C. Universal Decision on Human Rights
  - D. United Decision on Human Rights
14. Which of these bodies talks about children's rights?
  - A. CDAC
  - B. CRC
  - C. UNO
  - D. CEDAW.
15. Need for Police Reforms is
  - A. To transform the values, cultures, policies and practices of police organization
  - B. Builds a public service
  - C. Protect human rights related to national and international laws
  - D. Implementation of a peace agreement



16. The concept of carbon credit means:
- A. Credit for Greenhouse Effect given to the government
  - B. Awareness in controlling carbon emissions.
  - C. Carbon Di-oxide gets credit for pollution
  - D. The rating given to carbon emissions.
17. Selling cigarettes and tobacco is prohibited nearby:
- A. Cinema halls
  - B. Government offices
  - C. Educational institutions
  - D. Railway stations.
18. The law that aims to bring more transparency in government working is:
- A. The Right to News Act
  - B. The Right to Information Act
  - C. The Censorship Act
  - D. The Right to Sources Act.
19. The Jan Lokpal Bill aims at:
- A. Bringing down corruption cases
  - B. Bringing down population
  - C. Controlling government powers.
  - D. Controlling the powers of courts.
20. A person who exposes a wrong doing or unethical activity is called:
- A. A confidential source
  - B. A whistle-blower
  - C. A crime blower
  - D. A corruption blower
21. Children can pursue Education as a right under:
- A. The Compulsory Education Act
  - B. Abolition of Illiteracy Act
  - C. The Right to Education Act
  - D. The Right to Information Act
22. What are the Consequences of Corruption?
- A. Increase of National wealth
  - B. Hindrance and obstruction in development
  - C. Reduction in terrorism and crimes
  - D. Progress of the nation
23. Naxal or Naxalite is a member of any political organization that claims the legacy of the
- A. Communist Party of India (Marxist-Leninist)
  - B. Bharatiya Janata Party
  - C. Congress Party
  - D. Rashtriya Seva Sangh

24. Consequences of Terrorism
- A. Creates communal disharmony
  - B. Increases people's confidence in the Government's ability
  - C. Improves the Government's image domestically and internationally
  - D. Creates peace and unity
25. Dowry deaths, wife battering is an example of
- A. Criminal violence
  - B. Domestic violence
  - C. Social violence
  - D. Death by Knife
26. The area marked close to the seashore is called as:
- A. Customary Regulation Zone
  - B. Government Regulatory Zone
  - C. Coastal Regulation Zone
  - D. Metropolitan Regulatory Zone.
27. Expand AFSPA
- A. Armed Forces Specialty Powers Act
  - B. Army Forces Special Powers Act
  - C. Armed Forces Special Prowess Act
  - D. Armed Forces Special Powers Act
28. In India, tribal are also known as:
- A. People moving in groups
  - B. Adivasis
  - C. People who are nomads
  - D. People who mostly live-in cities
29. The National Food Security Act provides for:
- A. Free food to all citizens
  - B. Subsidized food grains to two-thirds of the population
  - C. Free security along with food
  - D. Limited food to certain sections of the people
30. The money given to a displaced person is called:
- A. Damages
  - B. Compensation
  - C. Incentives
  - D. Salary
31. What is the Greenhouse Effect?
- A. When you build a greenhouse
  - B. When you paint your house green to become an environmentalist
  - C. When the gases in our atmosphere trap heat and block it from escaping our planet
  - D. The name of climate change legislation that passed by congress

32. Which of the following are consequences associated with climate change?
- A. The ice sheets are declining, glaciers are in retreat globally, and our oceans are more acidic than ever
  - B. Surface temperatures are reducing about each year
  - C. Less extreme weather like droughts, heat waves, and hurricanes
  - D. reduction of greenhouse gases
33. What can you do to help fight climate change?
- A. Invest in fossil fuel companies
  - B. Engage yourself in the science behind climate change
  - C. Vote for political candidates who do not advocate for climate-related legislation and policy Improvements
  - D. Reduce recycling
34. What is the primary cause of the overall rising trend in CO<sub>2</sub> in the atmosphere?
- A. The increase in CO<sub>2</sub> is caused by burning of fossil fuels
  - B. CO<sub>2</sub> is increasing because we are coming out of an ice age
  - C. As human population grows, people exhale more CO<sub>2</sub>
  - D. CO<sub>2</sub> is released by the oceans as they warm
35. By 2100 AD, global temperature is expected to rise by about 2 °C and consequently, the sea level by about 50 cm from the present level. How is a rise in temperature expected to increase the level of the sea?
- A. By expanding ocean water
  - B. By melting mountain glaciers
  - C. By causing ice sheets of Antarctica and Greenland to melt and slide into the oceans
  - D. increase in rainfall
36. Air pollution may cause severe
- A. Lungs-diseases, asthma, brain-disorder diseases, etc.
  - B. Negative effect on farm output ratio and can also contaminate the ground water
  - C. Have negative effects on hearing or auditory sense organs.
  - D. Increase in bone disease
37. The law that protects children from sexual abuse is the:
- A. Prevention of Children Sexual Offences Act
  - B. Protection of Children from Sexual Offences Act
  - C. Protection of Children Welfare Act
  - D. Abolition of Child Abuse Act
38. Expand CEDAW
- A. Convention on the Elimination of all Forms of Discrimination Against Women
  - B. Commission on the Elimination of all Forms of Discrimination Against Women
  - C. Convention on the Eliminating of all Forms of Discrimination Against Women
  - D. Convention on the Enumeration of all Forms of Discrimination Against Women

39. Which Indian city amongst the following list faces smog issues during winter every year
- A. Mumbai
  - B. Kolkata
  - C. Bhopal
  - D. Delhi.

40. Match the following :

1.Pathogenic microorganisms	i) Ozone depletion
2.CFC	ii) Nuclear research
3.Radioactive contamination	iii) Water pollution
4.Oil spills	iv) Invasive species

Select correct options

- A. 1-iv; 2-i; 3-ii; 4-iii
- B. 1-ii; 2-i; 3-iv; 4-iii;
- C. 1-iv; 2-i; 3-iii; 4-ii;
- D. 1-iii; 2-ii; 3-i; 4-iv;

**News Media Management**  
**Sample Questions**  
**TYBMM (Journalism)**

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

1. This should be the part of newspaper's good editorial policy
  - A. Activism
  - B. Holding trials
  - C. Ideology
  - D. Entertainment.
  
2. The media management is often seen to disregard:
  - A. News
  - B. Truth & Information
  - C. Advertisements
  - D. Working hours
  
3. The media should strike a healthy balance between:
  - A. Political and editorial interests
  - B. Editorial and commercial interests
  - C. Commercial and political interests
  - D. Political and commercial interests.
  
4. The media interests should be guided by:
  - A. Advertisements
  - B. Editorial credentials
  - C. Truth and Objectivity
  - D. Audience requirements
  
5. An ideal management structure ensures:
  - A. Free flow of information
  - B. Personal comments
  - C. Employee benefits
  - D. Advertisements over News
  
6. In an ideal management structure authority flows from:
  - A. Top to bottom
  - B. Bottom to top
  - C. Laterally
  - D. No particular manner

7. In a newspaper the top media management decides:
  - A. Newspaper's policies
  - B. The working hours of the journalists
  - C. Selection of News
  - D. Selection of Advertisements
  
8. In an ideal newspaper management structure:
  - A. Each department is supervised by a head.
  - B. Every department functions totally independently.
  - C. There are multiple heads for every department.
  - D. Some departments are important, some not.
  
9. The best newspapers have:
  - A. Well-knit administrative departments
  - B. Lesser number of departments
  - C. More number of departments
  - D. None of these.
  
10. A dynamic CEO of a good media house:
  - A. Is polite with employees
  - B. Involves staff in decision-making
  - C. Increases advertisement revenue.
  - D. Indulges in cost cutting.
  
11. Newspapers become commercial because:
  - A. They give more importance to news
  - B. They give more importance to circulation
  - C. They give more importance to advertisement revenue.
  - D. They give least importance to truth.
  
12. The term Human Resource Development refers to:
  - A. Development of technical power
  - B. Development of Financial resources
  - C. Recognizing humans as capital
  - D. Harnessing machine and money
  
13. For a newspaper the biggest factor in its favor is:
  - A. The number of pages it carries.
  - B. Credibility & reputation
  - C. The design of the newspaper.
  - D. The service it offers to people.

14. Newspapers these days lay a lot of emphasis on:
- A. Brand Equity.
  - B. The name of the editor
  - C. Misleading its readers
  - D. Reducing the number of pages.
15. Legacy Media refers to the:
- A. New Media
  - B. Commercial Media
  - C. Old Media
  - D. Entertainment Media
16. Internet Media came:
- A. After the Legacy Media
  - B. During the Legacy Media
  - C. Before the Legacy Media
  - D. They are same
17. Radio can be considered as part of:
- A. Internet Media
  - B. Legacy Media
  - C. Print Media
  - D. Magazine Media
18. The term NCT is used for:
- A. New Commercial Technology
  - B. New Communication Technology
  - C. National Communication Technology
  - D. National Commercial Technology
19. The lower circulation figures of a newspaper means:
- A. Greater sale of the paper
  - B. Drop in advertisement revenue
  - C. Rise in the credibility of the paper
  - D. Increased savings
20. Newspaper are often shut down for:
- A. Lack of adequate manpower
  - B. Lack of financial viability
  - C. Lack of technology
  - D. Lack of material resources.

21. Innovative marketing strategies help newspapers to:
- A. Hire skilled employees
  - B. Penetrate newer areas, wider reach.
  - C. Think of better financial management
  - D. Corporatize in a bigger way.
22. The TAM ratings help Television channels to:
- A. To quantify size and characteristics of the audience.
  - B. To establish the credibility of programmes.
  - C. To understand the functioning of the channels
  - D. To improve the functioning of the channels.
23. In Limited Company Ownership:
- A. There is limited liability of the owners.
  - B. There is corporate ownership
  - C. It is a form of Partnership Ownership
  - D. There are multiple owners.
24. The disadvantage with Digital Convergence is:
- A. Data or information can be replicated easily
  - B. Data or information can become reliable
  - C. Data or information can be easily verified.
  - D. Data or information cannot be used
25. The challenge before the conventional media is:
- A. Dwindling readership and falling revenues
  - B. Getting trained manpower
  - C. Inability to adapt new technology
  - D. To provide round-the-clock service
26. There is a working relationship in:
- A. Chain ownerships
  - B. Trust ownerships
  - C. Sole ownership
  - D. Limited Company ownership
27. Who can play a great role in ensuring editorial freedom?
- A. Management/Owners of the newspaper
  - B. The editors of the newspaper
  - C. The readers of the newspapers
  - D. The State Government



28. Newspapers usually do not accept advertisements on:
- A. Consumer products
  - B. Garments and accessories
  - C. Liquor and cigarettes
  - D. Personal promotion
29. Reliance is the basis of what type of ownership?
- A. Corporate Ownership
  - B. Limited Company Ownership
  - C. Trust Ownership
  - D. Partnership ownership
30. Newspapers indulge in cost cutting because of:
- A. Financial crunch
  - B. Lack of technology
  - C. Lack of trained manpower
  - D. To save money.
31. The emergence of online media services has:
- A. Adversely affected the morale of print/electronic media
  - B. Adversely affected the revenue of print/electronic media
  - C. Adversely affected the credibility of conventional media
  - D. Adversely affected the structure of the conventional media
32. Disruptive media results in:
- A. Disturbing the media structure
  - B. Creation of newer market and value network
  - C. Creation of disruptive technologies
  - D. Segregation of media
33. The term web 2.0 refers to:
- A. Readable phase of the portal
  - B. Writable phase of the portal
  - C. No facility to respond and react on the portal
  - D. Unreadable phase of the portal
34. The term web 1.0 means:
- A. Flat data on the portal
  - B. Complete data on the portal
  - C. Incomplete data on the portal
  - D. Data that corresponds to numerical 1.0

35. Trust ownership of newspaper means:
- Equal rights to all employees
  - Greater flexibility in business operations
  - Less transparency
  - Each employee can take his/her own decisions
36. The disadvantage of sole ownership is:
- The owner have to bear the entire loss.
  - He has to share profits
  - He has little interests to promote his newspaper
  - He cannot hire more people.
37. Media tycoon Ramoji Rao has made a success story out of:
- The Times of India
  - Rajasthan Patrika
  - Eenadu
  - Loksatta
38. Digital Convergence means:
- Coming together of multiple online platforms
  - When print media uses internet
  - When electronic media uses digital technology
  - When print media and electronic media collaborate.
39. In Cross Media Ownership:
- Media works at cross purposes
  - One form of media owns another form of media
  - One print media owning another print media
  - One electronic channel owning another electronic channel
40. Match the following:
- |                              |                                     |
|------------------------------|-------------------------------------|
| a) IRS rating:               | i)To pump in more money             |
| b) FDI in media:             | ii)Understanding readership surveys |
| c) TAM rating:               | iii) Corporate Communication        |
| d) Integrated Marketing tool | iv)Understanding TV audience.       |
- a-ii ,b-i, c-iv, d-iii
  - a-i , b-ii, c-iii, d-iv
  - a-i, b-iii, c-ii, d-iv
  - a-ii, b-i, c-ii, d-iv

## **BUSINESS & MAGAZINE JOURNALISM**

### **TYBMM(Journalism)**

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

#### **Sample Questions**

1. What does the acronym SEBI stand for?
  - A. Securities Exchange Board of India
  - B. Securities Exchequer Board of India
  - C. Secure Exchange Board of India
  - D. Security Exchange Board of India
  
2. What does 'NITI' stand for in 'NITI Aayog'?
  - A. National Institute for Transforming India
  - B. National Institution for Transcreating India
  - C. National Institution for Transforming India
  - D. National Institute for Transcreating India
  
3. In which year was the economic liberalization introduced in India?
  - A. 1992
  - B. 1991
  - C. 1947
  - D. 2020
  
4. Which scam is Ramalinga Raju famous for?
  - A. Saradha Group financial scam
  - B. Sahara India Pariwar Investor fraud scam
  - C. Bofors scam
  - D. Satyam Computers scam
  
5. Which scam is Subrata Roy famous for?
  - A. Saradha Group financial scam
  - B. Sahara India Pariwar Investor fraud scam
  - C. Bofors scam
  - D. Satyam Computers scam
  
6. BRICS is an association of which five countries?
  - A. Britain, Russia, India, China, South Africa
  - B. Bangladesh, Russia, India, China, South Africa
  - C. Brazil, Russia, India, China, South Africa
  - D. Bhutan, Russia, India, China, South Africa

7. What is the full form of BSE?
- A. Business Stock Exchange
  - B. Bombay Stock Exchange
  - C. Bumbai Stock Exchange
  - D. Bombay Selling Exchange
8. Name the stock index of BSE.
- A. Sensex
  - B. Nifty
  - C. Nifty-Fifty
  - D. Sensex-Sussex
9. What is the full form of NSE?
- A. National Stock Exchange
  - B. New Delhi Stock Exchange
  - C. National Selling Exchange
  - D. New Stock Exchange
10. Name the stock index of NSE.
- A. Sensex
  - B. Nifty
  - C. Nifty-Fifty
  - D. Sensex-Sussex
11. What is PMJDY?
- A. Pradhan Mukhyamantri Jan-Dhan Yojana
  - B. Parampradhan Mantri Jan-Dhan Yojana
  - C. Pradhan Mantri Jan-Daulat Yojana
  - D. Pradhan Mantri Jan-Dhan Yojana
12. Which of the following does the PMJDY include?
- A. Banking savings & deposits accounts
  - B. Insurance
  - C. Credit
  - D. Banking savings & deposits accounts, Insurance, Credit
13. What is PMSBY?
- A. Pradhan Mantri Suraksha Bima Yojana
  - B. Pradhan Mantri Shiksha Bima Yojana
  - C. Pradhan Mantri Sulekha Bima Yojana
  - D. Pradhan Mantri Suvarna Bima Yojana

14. Which of the following does the PMSBY include?
- A. Loan
  - B. Pension
  - C. Accident Insurance
  - D. Credit
15. Who is the current Finance minister of India?
- A. Arun Jaitley
  - B. Manmohan Singh
  - C. Nirmala Sitharaman
  - D. Jaswant Singh
16. Who is the current RBI Governor of India?
- A. Raghuram Rajan
  - B. Shaktikanta Das
  - C. Urjit Patel
  - D. Bimal Jalan
17. What does the abbreviation RBI stand for?
- A. Reserved Bank of India
  - B. Reserve Bank of India
  - C. Reservation Bank of India
  - D. Reserving Bank of India
18. When was the RBI established?
- A. 1934
  - B. 1935
  - C. 1937
  - D. 1949
19. Where is the Central Office of RBI in India?
- A. Kolkata
  - B. Mumbai
  - C. New Delhi
  - D. Chennai
20. Which of the following department/s is the Finance Minister responsible for?
- A. Department of Economic Affairs
  - B. Department of Expenditure
  - C. Department of Revenue
  - D. Department of Economic Affairs, Expenditure, Revenue

21. Which of the following is/are included in the main function/s of RBI?
- A. Decisions on monetary policy
  - B. Currency management
  - C. Banker to the banks
  - D. Decisions on monetary policy, Currency management, Banker to the banks
22. In which year was the SEBI set up?
- A. 1935
  - B. 1947
  - C. 1988
  - D. 1991
23. SEBI was set up to meet the needs of which of the following groups?
- A. Issuers
  - B. Investors
  - C. Intermediaries
  - D. Issuers, Investors, Intermediaries
24. Which of the following is/are included in the objectives of SEBI?
- A. Regulate activities of stock exchange
  - B. Develop code of conduct for intermediaries
  - C. Protect rights of investors
  - D. Regulate activities of stock exchange, develop code of conduct for intermediaries, Protect rights of investors
25. Which of the following is/are included in the functions of SEBI?
- A. Protective functions
  - B. Developmental functions
  - C. Regulatory functions
  - D. Protective, Developmental, Regulatory functions
26. The protective functions of SEBI includes which of the following?
- A. Check price rigging
  - B. Prohibit insider trading
  - C. Prohibit fraudulent and unfair trade practices
  - D. Check price rigging, Prohibit insider trading and fraudulent unfair trade practices
27. Who was the finance minister of India when the economic liberalization was initiated in 1991?
- A. P. Chidambaram
  - B. Manmohan Singh
  - C. Jaswant Singh
  - D. Yashwant Sinha

28. Which of the following did the NITI Aayog replace?
- A. Human Resource Ministry
  - B. Planning Commission
  - C. Finance Ministry
  - D. I&B Ministry
29. In which year was the RBI nationalized?
- A. 1934
  - B. 1935
  - C. 1947
  - D. 1949
30. In which year was the RBI's Central Office moved to Bombay?
- A. 1934
  - B. 1935
  - C. 1937
  - D. 1947
31. After nationalization of RBI, who owns it?
- A. Private agency
  - B. British government
  - C. Government of India
  - D. World Bank
32. Which of the following is/are included in the functions of a bank?
- A. accelerating the rate of capital formation
  - B. provision of finance and credit
  - C. monetization of economy
  - D. accelerating the rate of capital formation, provision of finance and credit, monetization of economy
33. In 2018, Dena Bank and Vijaya Bank were merged with which bank?
- A. Union Bank of India
  - B. Bank of Baroda
  - C. Canara Bank
  - D. Punjab National Bank
34. In 2019, Union Bank of India took over which of the following banks?
- A. Andhra Bank and Corporation Bank
  - B. Dena Bank and Vijaya Bank
  - C. United Bank of India and Oriental Bank of Commerce
  - D. Syndicate Bank

35. In 2019, PNB was merged with which bank?
- A. Indian Bank
  - B. Syndicate Bank
  - C. Canara Bank
  - D. UBI & OBC
36. In 2019, Allahabad Bank was merged with which bank?
- A. Indian Bank
  - B. Syndicate Bank
  - C. Canara Bank
  - D. HDFC Bank
37. In 2019, Syndicate Bank was merged with which bank?
- A. Indian Bank
  - B. PNB
  - C. Canara Bank
  - D. ICICI Bank
38. In 2019, United Bank of India and Oriental Bank of Commerce were merged with which bank?
- A. Union Bank of India
  - B. Bank of Baroda
  - C. Canara Bank
  - D. Punjab National Bank
39. Which of the following are NOT forms of digital transactions?
- A. Mobile wallets
  - B. Internet banking
  - C. UPI
  - D. Cash payment
40. What is the Union Government of India's Annual Financial Statement called?
- A. Income Tax Returns
  - B. GST
  - C. Union Budget
  - D. Balance Sheet



## **PRESS LAWS & ETHICS**

### **TYBMM(Journalism)**

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

#### **Sample Questions**

1. Information Technology Act was enacted in the year \_\_\_\_.
  - A. 1999
  - B. 2000
  - C. 2001
  - D. 2002
  
2. In which year did the Press and Registration of Books Act come into being?
  - A. 1857
  - B. 1867
  - C. 1878
  - D. 1947
  
3. What was the year in which the Official Secrets Act was consolidated?
  - A. 1823
  - B. 1923
  - C. 1947
  - D. 2003
  
4. Working Journalists Act was enacted in the year \_\_\_\_.
  - A. 1908
  - B. 1910
  - C. 1958
  - D. 1975
  
5. In which year was the Copyright Act enforced?
  - A. 1857
  - B. 1947
  - C. 1957
  - D. 1967
  
6. Contempt of Courts Act was enacted in the year \_\_\_\_.
  - A. 1968
  - B. 1969
  - C. 1970
  - D. 1971

7. Whistle Blowers Protection Act was enacted in the year \_\_\_\_.
- A. 2001
  - B. 2005
  - C. 2011
  - D. 2015
8. Press Council Act was enacted in the year \_\_\_\_.
- A. 1948
  - B. 1958
  - C. 1968
  - D. 1978
9. Right to Information Act was enacted in the year \_\_\_\_.
- A. 2001
  - B. 2002
  - C. 2003
  - D. 2005
10. Indian Evidence Act was enacted in the year \_\_\_\_.
- A. 1872
  - B. 1868
  - C. 1857
  - D. 1947
11. Article 19 (1) deals with \_\_\_\_.
- A. Right to Freedom of Speech and Expression
  - B. Right to Equality
  - C. Right against Exploitation
  - D. Right to Freedom of Religion
12. Section 153A is \_\_\_\_.
- A. Promoting enmity between different groups on grounds of religion, race, place of birth, etc.
  - B. Sedition
  - C. Defamation
  - D. Obscenity
13. Section 153B is \_\_\_\_.
- A. Sale, etc., of obscene books, etc.
  - B. Imputation or assertions prejudicial to national integration
  - C. Hacking with computer system
  - D. Sedition

14. Section 292 is \_\_\_\_.
- A. Sale etc. of obscene objects to young persons
  - B. Sale, etc., of obscene books, etc.
  - C. Publication of names of victims of sexual crimes
  - D. Obscenity
15. Section 293 is \_\_\_\_.
- A. Sale etc. of obscene objects to young persons
  - B. Sale, etc., of obscene books, etc.
  - C. Publication of names of victims of sexual crimes
  - D. Defamation
16. Section 295A is \_\_\_\_.
- A. Keeping Lottery Office
  - B. Libel and Slander
  - C. Deliberate and malicious acts intended to outrage religious feelings of any class by insulting its religion or religious belief
  - D. Sedition
17. Section 499 is \_\_\_\_.
- A. Publication of names of victims of sexual crimes
  - B. Defamation (libel and slander)
  - C. Obscenity
  - D. Keeping Lottery Office
18. Section 66 is \_\_\_\_.
- A. Sale, etc., of obscene books, etc.
  - B. Imputation or assertions prejudicial to national integration
  - C. Hacking with computer system
  - D. Right to Privacy
19. Act 361 is \_\_\_\_.
- A. Indian Constitutional Privilege Rules and Regulations for covering Legislature
  - B. Sedition
  - C. Freedom of Speech and Expression
  - D. Defamation
20. Section 124A is \_\_\_\_.
- A. Keeping Lottery Office
  - B. Libel and Slander
  - C. Deliberate and malicious acts intended to outrage religious feelings of any class by insulting its religion or religious belief
  - D. Sedition

21. In which year was the Criminal Procedure Code enacted?
- A. 1947
  - B. 1957
  - C. 1861
  - D. 1973
22. In which year was the Indian Penal Code passed into law?
- A. 1947
  - B. 1957
  - C. 1860
  - D. 1973
23. Which is the highest court of India?
- A. Magistrate Court
  - B. High Court
  - C. Supreme Court
  - D. District Court
24. In which language are the proceedings of the Supreme Court conducted in?
- A. English
  - B. Hindi
  - C. Urdu
  - D. Gujarati
25. Company Law cases are only instituted in \_\_\_\_ courts.
- A. Supreme
  - B. High
  - C. District
  - D. Magistrate
26. The Supreme Court of India had its inaugural sitting on \_\_\_\_.
- A. 15th August 1947
  - B. 26th January 1947
  - C. 26th January 1950
  - D. 15th August 1950
27. Judges in Indian high courts are appointed by \_\_\_\_\_.
- A. Chief Minister of the state
  - B. Prime Minister of India
  - C. President of India
  - D. Judge of Supreme Court

28. Which is the oldest High Court in India?
- A. Calcutta High Court
  - B. Allahabad High Court
  - C. Bombay High Court
  - D. Madras High Court
29. Which is the largest High Court in India?
- A. Calcutta High Court
  - B. Allahabad High Court
  - C. Bombay High Court
  - D. Madras High Court
30. Who establishes District Courts in India?
- A. State Government
  - B. Central Government
  - C. Panchayat
  - D. Local Government
31. Subordinate courts on the civil side include/s \_\_\_\_.
- A. Junior Civil Judge Court
  - B. Principal Junior Civil Judge Court
  - C. Senior Junior Civil Judge Court
  - D. Junior Civil Judge Court, Principal Junior Civil Judge Court, Senior Junior Civil Judge Court
32. Subordinate courts on the criminal side include/s \_\_\_\_.
- A. Second Class Judicial Magistrate Court
  - B. First Class Judicial Magistrate Court
  - C. Chief Judicial Magistrate Court
  - D. First/Second Class and Chief Judicial Magistrate Court
33. Which court/s address matrimonial disputes?
- A. High Court
  - B. District Court
  - C. Family Court
  - D. Supreme Court
34. Village courts are called \_\_\_\_.
- A. Lok Adalat
  - B. Nyaya Panchayat
  - C. Panchayat
  - D. Lok Adalat and Nyaya Panchayat

35. Village Courts were recognized through the 1888 \_\_\_\_ Village Court Act.
- A. Bombay
  - B. Madras
  - C. Calcutta
  - D. Delhi
36. What does the abbreviation IPC stand for?
- A. Indian Petty Criminal
  - B. Indian Penal Code
  - C. Indian Procedure Code
  - D. India Pakistan Code
37. What does the abbreviation CrPC stand for?
- A. Criminal Procedure Code
  - B. Civil Procedure Code
  - C. China Russia Pakistan Code
  - D. Crime Patrol Code
38. The CrPC contains \_\_\_\_\_.
- A. The powers of the police to arrest
  - B. Powers of Magistrates
  - C. The stages of a criminal suit
  - D. The powers of the police to arrest, Powers of Magistrates, The stages of a criminal suit
39. Which code was applicable in the state of Jammu & Kashmir?
- A. The Ranbir Penal Code
  - B. The Ranvir Penal Code
  - C. The Balbir Penal Code
  - D. The Paramvir Penal Code
40. The draft of the IPC prepared by the First Law Commission was chaired by \_\_\_\_ in 1835.
- A. Raja Ram Mohan Roy
  - B. Thomas Babington Macaulay
  - C. James Augustus Hicky
  - D. James Silk Buckingham

## **Broadcast Journalism**

### **TYBMM(Journalism)**

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

#### **Sample Questions**

1. Which of these is the sister service of Prasar Bharati's Doordarshan?
  - A. All India Radio
  - B. FM Radio
  - C. Community Radio
  - D. Satellite Radio
  
2. What is the function of NSD of AIR?
  - A. To disseminates the news and comments to Indian listeners
  - B. To disseminates the news to abroad listeners
  - C. To disseminates the news and comments to abroad listeners
  - D. To disseminates the news and comments to both Indian and abroad listeners
  
3. Bahujan Hitaya, Bahujan Sukhaya is the motto of which of the following?
  - A. AIR
  - B. Prasar Bharati
  - C. News Service Division
  - D. Doordarshan
  
4. Broadcast content that is popular and relevant to a local, specific audience but is often overlooked by commercial or mass media broadcasters is called as?
  - A. All India Radio
  - B. Community Radio
  - C. Satellite Radio
  - D. FM Radio
  
5. The very first film show in India was held at
  - A. Calcutta
  - B. Bombay
  - C. Madras
  - D. Delhi
  
6. The code of ethics followed by Doordarshan forbids:
  - A. Rural Development Publicity Programmes
  - B. Preparation of Audience Profile
  - C. Criticism of Friendly Countries
  - D. Government Sector News

7. Which of the following is not a media regulatory body in India?
- A. Radio Regulatory Board of India
  - B. Advertising Standards Council of India
  - C. Press Council of India
  - D. Central Board of Film Certification
8. The word 'Broadcasting' has come to media studies from which field?
- A. Agriculture
  - B. Geography
  - C. Physics
  - D. Information Technology
9. Which of the following acts related to Indian media completes its twenty-five years in 2020 ?
- A. The Conditional Access System of Television Act
  - B. The Cable Television Networks (Regulation) Act
  - C. The News Broadcasting Standards Act
  - D. The Direct to Home (DTH) Broadcasting (Regulation) Act
10. Vividh Bharati service of AIR started in 1957 is launched with an objective of providing :
- A. Women Rights
  - B. Poetry Recitals
  - C. Impetus to national integration
  - D. Animal Rights
11. When India became Independent in 1947. All India Radio was made a separate department under the ministry of \_\_\_\_\_.
- A. Railway
  - B. Consumer Affair
  - C. Information and Broadcasting
  - D. External Affairs
12. India's most widely available terrestrial television in India.
- A. Sony TV
  - B. Zee TV
  - C. Doordarshan
  - D. Star Plus



13. A national service planned, developed and operated by the \_\_\_\_\_ comes under Broadcasting Corporation of India.
- A. Vividh Bharati
  - B. All India Radio
  - C. Prasar Bharati
  - D. Akashawani
14. A digital mode of transmitting TV channels through a set-top box.
- A. Audience metrics
  - B. Internet Protocol Television
  - C. Condition Access System (CAS)
  - D. Cable Television Operators
15. India owns and manages a transparent, accurate and inclusive TV audience measurement system.
- A. BARC ( Broadcast Audience Research Council)
  - B. INTAM ( Indian National Television Audience Measurement)
  - C. AMAL ( Audience Measurement Analytics Limited)
  - D. IPTV ( Internet Protocol Television)
16. Which regional news channel was launched as a joint venture with Network 18?
- A. IBN Lokmat
  - B. ZEE 24Taas
  - C. Sun TV Network
  - D. Aaj Tak
17. ZEE TV was founded by?
- A. Subhash Chandra
  - B. Punit Goenka
  - C. Rajiv Khandekar
  - D. Nikhil Wagle
18. What is the name of Doordarshan started regional channel for Maharashtra?
- A. DD Sahyadri
  - B. DD National
  - C. DD Bharti
  - D. DD Metro
19. In the year 2000 which entertainment show was the most popular?
- A. Kyunki Saas Bhi Kabhi Bahu Thi
  - B. Kaun Banega Corerpati
  - C. Kahani Ghar Ghar KI
  - D. Kasauti Zindagi Ki

20. Top 100 is what form of show broadcasted by Aaj Tak?
- A. Entertainment
  - B. News
  - C. Political
  - D. Music
21. Regional news bulletin must reflect the development of
- A. Only State
  - B. Only Political
  - C. Only National
  - D. States, people, and national political association
22. Which is a pay channel?
- A. news18 lokmat
  - B. ABP majha
  - C. saam tv
  - D. tv9 marathi
23. which department edits the news?
- A. graphics
  - B. input
  - C. output
  - D. technical
24. In talk show who has the most important part?
- A. anchor
  - B. producer
  - C. graphics design
  - D. pcr
25. What is OB?
- A. online breaking
  - B. online byte
  - C. outdoor broadcast
  - D. outside byte
26. What should attractive to attract readers to the news?
- A. title
  - B. paper
  - C. font
  - D. colour

27. Which includes an element of listener participation usually by broadcasting live conversation between the host and listeners
- A. Radio
  - B. Documentary
  - C. Podcast
  - D. Interview
28. Recording of real-life experiences
- A. Documentary
  - B. Docu-drama
  - C. Advertisement
  - D. Film
29. What has increased the news gathering in recent times?
- A. source
  - B. social media
  - C. news paper
  - D. website
30. What does MoJo stands for?
- A. Monotonous Journalism
  - B. Mobile Journalism
  - C. Moment Journalism
  - D. Mobile Journalist
31. Chroma screens are preferred in green/blue because:
- A. These colours they differ most distinctly in hue from human skin colours
  - B. They are easy to get
  - C. They are bright and help in lighting
  - D. They are cheap
32. Dumbing down of news is considered to be a marketing strategy where news are sold as-----
- A. Like a product.
  - B. Like a hot cake.
  - C. Like a vegetable.
  - D. like a sweet.
33. The rating of various news channels also Doodarshan news comes under the surveillance -----
- A. Television auto motion.
  - B. Television audience mind.
  - C. Television active motion.
  - D. Television Audience Meter

34. Which News channel was banned for a day as they were accused by the Government broadcasting sensitive details of January terror attacks on Pathankot Air force base.
- A. Zee News channel.
  - B. Star news channel
  - C. NDTV India.
  - D. Doordarshan new channel.
35. Going live telecast on 26/11 attacks in Mumbai was stopped because-----
- A. Constant broadcasting of NSG commando's positions kept enemy on alert.
  - B. Constant live telecasting was creating fear.
  - C. It was against the news broadcast ethics.
  - D. NSG commando's do not like it.
36. In Journalism "Convergence" means?
- A. Sharing facilities, newsgathering resources, personal or content
  - B. Act of distributing media in multiple form
  - C. News organization running for breaking news
  - D. Competition in media
37. Phishing is \_\_\_\_\_
- A. Criminally deceitful process of trying to acquire the sensitive information
  - B. A computer software which is installed on the system without the user's knowledge to track the user's interaction with the system
  - C. A technique commonly used for Spam e-mails
  - D. A program that can copy itself and infect the a computer without the permission of the owner
38. In television, the phases of post-production include –
- A. Editing, video editing, sound editing, animation and visual effects insertions, viewing and the start of the airing process.
  - B. Everything that happens before shooting begins, for example, meeting with the client, research, storyboarding, location planning.
  - C. Camera angle, shooting a video, anchor preparing for lines etc
  - D. Shooting, Camera and light
39. The emergence and boom of 24/7 Broadcast News Channels, has resulted in one of the major cons and that is...
- A. Dumping Down of News
  - B. Boom of Negative News
  - C. Rise of Investigative Journalism
  - D. Decline of Political Reporting

40. Which of the following is not an objective of AIR?
- A. To preserve the unity and democratic values enshrined in the Indian Constitution
  - B. To develop programs that can communicate, educate, entertain the audiences throughout the nation
  - C. To prepare developmental and reference programs on various fields
  - D. To prepare programs only for a specific target group

**Issues of Global Media**  
**TYBMM(Journalism)**

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

**Sample Questions**

1. Advent of global journalism was marked by:
  - A. Satellite
  - B. Internet
  - C. Cable
  - D. Radio
  
2. Which of these is a challenge of international journalism?
  - A. Connectivity
  - B. Understanding context
  - C. Poor roads
  - D. Political Ideology
  
3. ISDN in global communication refers to
  - A. Integrated Services Digital Network
  - B. International Services Digital Network
  - C. Internet Services Digital Network
  - D. Internet Services Digital Nation
  
4. Which of these is a wire service or news agency
  - A. Huffington Post
  - B. Associated Press
  - C. Al Jazeera
  - D. Fox News
  
5. Which of these is a Public Service Broadcaster?
  - A. CNN
  - B. Al Jazeera
  - C. Bloomberg
  - D. BBC
  
6. Industrially under developed poor countries are referred to as:
  - A. Western countries
  - B. NATO
  - C. Third World countries
  - D. South Asian countries

7. A civil war in an African country may get less coverage in global media than the story of American elections. This would be the case of:
- A. Ignorance
  - B. Bias
  - C. Novelty
  - D. Dominance
8. The Kisha Kurabu is a unique feature of the media of which of these countries?
- A. China
  - B. Malaysia
  - C. Afghanistan
  - D. Japan
9. NWICO refers to:
- A. New World Information and Communicative Organization
  - B. New World Information and Communication Order
  - C. New World Internet Communication Organization
  - D. Neo World Internet and Communication Order
10. What was the name of the Commission set up to decide the framework for new communication order?
- A. MacBride Commission
  - B. Montgomery Commission
  - C. UN Commission
  - D. NAM
11. Which two countries withdrew from the UNESCO as a protest against the McBride Report?
- A. India & Pakistan
  - B. USA & UK
  - C. China & Japan
  - D. China & India
12. Many Voices One World is the name of a report submitted by:
- A. NAM
  - B. MacBride Commission
  - C. NATO Commission
  - D. SAARC Commission
13. The news agency pool formed by non-aligned countries was named
- A. ANI
  - B. Bloomberg
  - C. NANAP
  - D. Associated Press

14. Which of these was one of the recommendations of the MacBride commission?
- A. Equality in the flow of news and information
  - B. Concentration of technology
  - C. Corporatization of news flow
  - D. A few leading countries to decide news flow
15. NANAP was a collaborative effort on news agencies of the
- A. Developed countries
  - B. Eastern Bloc
  - C. Nonaligned countries
  - D. South Asian countries
16. In 2005 the Non-aligned News Network (NNN) was set up and based in
- A. Kuala Lumpur
  - B. Singapore
  - C. New Delhi
  - D. Seoul
17. Thrusting journalists into areas to report a story that a journalist has little knowledge of is referred to as
- A. Pool Journalism
  - B. Death Knock Syndrome
  - C. Parachute Journalism
  - D. Embedded Journalism
18. In a war situation, when a journalist accompanies an army and reports from the scene it is referred to as
- A. Parachute journalism
  - B. Embedded journalism
  - C. Beat reporting
  - D. International journalism
19. Which of these news channels is known as a counter narrative to western news channels?
- A. NDTV
  - B. AFP
  - C. Al Jazeera
  - D. Fox News
20. Which of these is not a news agency service?
- A. CNN
  - B. AP
  - C. Reuters
  - D. AFP



21. Media conglomerates signify
- A. Ownership concentration
  - B. Decentralization of news
  - C. News falsification
  - D. Democratisation of news
22. Which of these media forms allow audiences to share content and comment?
- A. Cable television
  - B. Print media
  - C. New media
  - D. Cinema
23. Which of these were set up by Charles Louis Havas?
- A. AP
  - B. AFP
  - C. Bloomberg
  - D. Reuters
24. Which of these organizations headquarters are in Doha ,Qatar?
- A. Fox News
  - B. BBC
  - C. Al Jazeera
  - D. CCTV
25. The official news agency of China is
- A. ANI
  - B. Xinhua
  - C. Nippon
  - D. Asahi
26. Which of these is characterised by near complete free media?
- A. USA
  - B. China
  - C. Hong Kong
  - D. North Korea
27. Global news reportage of terrorism is usually
- A. Qualitatively balanced
  - B. Biased
  - C. Quantitatively proportionate
  - D. Fair

28. The Umbrella movement , a movement for democratic rights , was held in
- A. North Korea
  - B. Hong Kong
  - C. Malaysia
  - D. Taiwan
29. For months in 2019 the skies in New Zealand were dark due to
- A. volcanic eruption
  - B. bush fire in Australia
  - C. Amazon forest fire
  - D. Dust storms
30. General Qasem Soleimani was from
- A. Iran
  - B. Saudi Arabia
  - C. Turkey
  - D. Qatar
31. Which of these pose a threat to regional journalism?
- A. Embedded journalism
  - B. Conglomeration
  - C. Satellite communication
  - D. Trauma faced by journalists
32. In which of these places is the criticism of the Royal family a taboo?
- A. China
  - B. Japan
  - C. Hong Kong
  - D. Malaysia
33. CCTV in China is owned by
- A. Xinhua
  - B. The State
  - C. Private/corporate owners
  - D. Social groups
34. In which of these counties is the Asahi Shimbun published?
- A. North Korea
  - B. China
  - C. Japan
  - D. Malaysia

35. Which among these countries ranks lowest in media transparency rankings?
- A. North Korea
  - B. India
  - C. Singapore
  - D. Japan
36. Which of these is not a media conglomerate?
- A. Disney
  - B. Viacom
  - C. CBS
  - D. Altnews.in
37. Which of these agencies was part of NANAP?
- A. PTI
  - B. BBC
  - C. Xinhua
  - D. CNN
38. The term DBS refers to
- A. Direct Broadcast System
  - B. Direct Broadcast Satellite
  - C. Data Broadcast Satellite
  - D. Data Broadcast System
39. Global media has a tendency to depict perceive issues from a western perspective  
This can be seen as:
- A. Quantitative bias
  - B. Cultural bias
  - C. Personality bias
  - D. Regional bias
40. Though parachute journalism is not desirable, it may have its benefits. Which of these may be a positive outcome of parachute journalism?
- A. Fresh unbiased perspective
  - B. Global reach
  - C. Quick dissemination
  - D. Commercial success

**Digital Media**  
**TYBMM (Advertising & Journalism)**

**Sample questions**

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

1. What is the algorithm that Google used?
  - A. Page Bank
  - B. Page Fast
  - C. Top Search
  - D. Page Rank
  
2. Mark Zuckerberg has been in international news for what concerning Facebook?
  - A. Privacy
  - B. Fake news
  - C. Crisis of Democracy
  - D. Deal with Jio
  
3. What will you use if you have to advertise on the internet today?
  - A. Facebook Ads and Google Ads
  - B. Deloitte
  - C. Microsoft
  - D. Bing
  
4. When you share another account's tweet on your own wall, what is it called?
  - A. Repost
  - B. Share
  - C. Retweet
  - D. Refresh
  
5. Which one of these has been known as the social media for professionals?
  - A. Facebook
  - B. Meet
  - C. Naukri.com
  - D. LinkedIn
  
6. Where is Silicon Valley located?
  - A. USA
  - B. UK
  - C. Bangalore
  - D. China
  
7. An algorithm is a
  - A. Recipe
  - B. UI
  - C. Law
  - D. The logic by which a program function

8. What is YouTube
  - A. Social Media
  - B. Social Video Platform
  - C. OTT
  - D. Storage website
  
9. What is the basic unit of computer data?
  - A. Bits
  - B. Bots
  - C. MB
  - D. KB
  
10. Which of the following is an example of digital media?
  - A. Newspaper
  - B. Billboard
  - C. Print magazine
  - D. Online Ads
  
11. Which of the following is an example of traditional media?
  - A. Newspaper
  - B. Digital Billboard
  - C. e magazine
  - D. Online Ads
  
12. Which social networking platform is known for visual posts?
  - A. LinkedIn
  - B. Mastodon
  - C. Dube
  - D. Instagram
  
13. Name a social networking site that has come after 2018
  - A. Facebook
  - B. Twitter
  - C. Mastodon
  - D. Pinterest
  
14. Twitter is a \_\_\_ platform
  - A. Blogging
  - B. Microblogging
  - C. Trolling
  - D. Bitcoin trading
  
15. \_\_\_\_\_ is the most important aspect of digital marketing strategies
  - A. Audience
  - B. Billboard
  - C. Cardinality
  - D. Hashtag

16. What is SEO
  - A. Optimization
  - B. Diversification
  - C. Print magazine
  - D. Chairperson
  
17. How is indexing done on Twitter
  - A. Influencers
  - B. Images
  - C. Blue tick
  - D. Hashtags
  
18. What is the first step of advertising on Facebook
  - A. Hashtag
  - B. Post scheduling
  - C. Strategy and planning
  - D. Creating a Facebook Page
  
19. What is the money spent on advertising on Facebook called?
  - A. Cash
  - B. Facebook Dollars
  - C. AdSpend
  - D. Ethereum
  
20. Which of the following is NOT a Social Media Management service?
  - A. Hootsuite
  - B. Later
  - C. Alexa
  - D. Sprout Social
  
21. When a post becomes really popular on social media what is it called?
  - A. Newspaper
  - B. Billboard
  - C. Print magazine
  - D. Online Ads
  
22. What are people who have a lot of followers on Social Media called?
  - A. Rich
  - B. Influencers
  - C. Viralists
  - D. Digital natives
  
23. What is the full form of API?
  - A. Application Programme Interface
  - B. Applied Peak Information
  - C. Apropos Program Information
  - D. Application Programming Interface

24. Where are all links for the company stored in a proper format?
- A. Website
  - B. Server
  - C. YouTube
  - D. Dropbox
25. Who was the main founder of Twitter?
- A. Jack White
  - B. Jack Reacher
  - C. Jack Davis
  - D. Jack Dorsey
26. What is a Social Media Campaign?
- A. Political campaign
  - B. Campaign on social media
  - C. Campaign to make social media popular
  - D. Presidential campaigns
27. What is Apple's most famous hashtag?
- A. ShotoniPhone
  - B. iPhoneShot
  - C. iPhonePhoto
  - D. AppleImage
28. Which of the following is a problem on inorganic/paid SEO?
- A. Trolling
  - B. Influencers
  - C. Viralists
  - D. Maintenance
29. On-Page SEO happens on
- A. Website
  - B. Server
  - C. Algorithm
  - D. Digital surface
30. What are backlink
- A. Related return hyperlinks
  - B. Hyper relatedness
  - C. Virality counters
  - D. Virtual relationships
31. What is the full form of GIF?
- A. Good in Famine
  - B. Graphics Interchange Format
  - C. Graphical Information Format
  - D. Graphical Interface Format

32. What is online piracy under the eyes of the law
- A. Violation of Copyright laws
  - B. Acceptable
  - C. Public good
  - D. Essential good
33. Why is social media analytics important?
- A. Increases accuracy
  - B. Fine tune campaigns
  - C. Feed in
  - D. Digital natives
34. What is image optimization?
- A. Reducing size maintaining quality
  - B. Reducing quality maintaining size
  - C. Recoloring of image
  - D. Pixel peeping
35. What is alt-text
- A. Alternate information
  - B. Alternate ideology
  - C. Machine readable information
  - D. Illegal text
36. What is another name for hypertext?
- A. Chip
  - B. Fiber optic
  - C. Signal
  - D. Link
37. What is the full form of CTR?
- A. Cut through rate
  - B. Click through rate
  - C. Cull through rate
  - D. Calibre to rate
38. What do you mean by TOS in Digital Media?
- A. Time on Space
  - B. Time on Sale
  - C. Time on Site
  - D. Terms of Service
39. What do you mean by CPA?
- A. Cost per Add
  - B. Cost per Acquisition
  - C. Cost per Aggregate
  - D. Cost per AI



40. What is the most important metric for a website to be approved by Google?
- A. Image optimization
  - B. Virus free
  - C. Mobile friendly
  - D. Caliber to rate

## **Legal Environment & Advertising ethics**

### **Sample questions**

### **TYBMM(Advertising)**

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

1. Consumer Protection Act is significant to
  - A. Immovable Goods
  - B. Movable Goods
  - C. Particular Goods and Services
  - D. All Goods and Services
  
2. Catalogues, magazines, newspaper and invitations to organization-sponsored events are associated with the marketing mix activity of \_\_\_\_\_.
  - A. Manufacture
  - B. Production
  - C. Promotion
  - D. Development
  
3. From the perspective of sales, advertisements are required for
  - A. Profit
  - B. Loss
  - C. Increasing sales
  - D. Decreasing sales
  
4. Which of the following is the most popular print media available to advertiser
  - A. Magazine
  - B. Pamphlet
  - C. Emails
  - D. Newspaper
  
5. Drama, exhibitions, fair are effective means of
  - A. Personal selling
  - B. Advertisements
  - C. Sales territory
  - D. Entertainment
  
6. Comparing past sales and advertisement, trying for new experiments, measuring sale difficulties are
  - A. Objective of advertising
  - B. Models of advertising
  - C. Evaluation of advertising
  - D. Developing strategy
  
7. Magazines add credibility to the message because of the reputation in the eyes of
  - A. Marketing manager
  - B. Salesman
  - C. Retailers
  - D. Consumers

8. Which is the most recent and effective medium of advertisement
- Newspaper
  - Magazine
  - Television
  - Emails
9. Which word means a Consumer Dispute redressal forum?
- District forum
  - Rajya sabha
  - Lok sabha
  - House of commons
10. Select the word that refers to packages of goods of the same type
- Commodity
  - Family
  - MRP
  - Batch
11. CCPC stands for
- Central consumer protection council
  - Central council for permanent care
  - Consumer centre for profit & complaints
  - Central commodity purchasing council
12. BPO stands for
- Boxed, packaged and owned
  - Business process outsourcing
  - Business packaging and offering
  - Business product offered
13. The correct term for a “ration shop’ is
- Kirana shop
  - Subsidised rate shop
  - Public distribution shop
  - Departmental shops
14. RTI stands for
- Right to internet
  - Right to incitement
  - Right to information
  - Right to Intellectual property
15. If a drug is imported under a name which belongs to another drug or is an imitation, the drug is termed as
- Prescribed drugs
  - Spurious drugs
  - Illegal drugs
  - Over the counter drugs

16. Advertising gives benefits to society of large people. At the same time it adds to cost, undermine social values, creating monopoly and encourage\_\_\_\_\_.
- A. Sale of products
  - B. Sale of inferior products
  - C. Sale of old products
  - D. Sale of large products
17. Creating innovative and new ideas, identifying customers benefit, selecting specific appeals for advertisements are the part of
- A. Message strategy
  - B. Message execution
  - C. Selecting media
  - D. Measuring communication
18. Through ads customer used to take their purchasing decision in advance, in this way advertisement help in
- A. Online marketing
  - B. Customer decision
  - C. Personal selling
  - D. Convenient purchasing
19. \_\_\_\_\_ in advertisement means of providing complete information about the product and its uses to the society.
- A. Legal environment
  - B. Awareness
  - C. Interest
  - D. Personal selling
20. Pioneer advertising, consumer advertising and product advertising are
- A. Objective of advertising
  - B. Types of advertising
  - C. Marketing decisions in advertising
  - D. Evaluating advertising
21. Which is helpful in promotion the businesses people and big industrialists are promoting their goods and services through networking sites like Facebook, Twitter etc.
- A. Social media
  - B. Email
  - C. Radio
  - D. Television
22. The best advertisement is
- A. By emails
  - B. Print media
  - C. Television
  - D. A satisfied customer

23. Puffery in advertising is an ethical
- A. Gray area (sometimes ok, sometimes not)
  - B. Violation at all times
  - C. Standard media should strive toward
  - D. Rule followed in tobacco marketing
24. The hidden persuaders was authored by
- A. Naomi Campbell
  - B. Vance Packard
  - C. Jean Kilbourne
  - D. Vijay Tendunkar
25. CSR stands for
- A. Complete social responsibility
  - B. Company and society relations
  - C. Corporate social responsibility
  - D. Common social resources
26. Which advertisement will be a good example of “Selling Emotional Needs”?
- A. Mentos – Dimaag ki batti jalade
  - B. Thums Up – Taste the Thunder
  - C. Maruti Suzuki – India comes home in a Maruti Suzuki
  - D. ICICI – Hum Haina
27. Tobacco and alcohol industry try to advertise themselves via
- A. Political advertisements
  - B. Subliminal advertisements
  - C. Surrogate advertisements
  - D. General advertisements
28. The communication of a false statement that harms the reputation of an individual person, business, product etc is technically known as
- A. Defamation
  - B. Liability
  - C. Incitement
  - D. Contempt
29. A registration which protects the owners’ invention is known as a
- A. Trademark
  - B. Copyright
  - C. Patent
  - D. Invention
30. BIS Hallmark is a hallmarking system for
- A. Diamonds
  - B. Shares
  - C. Oil
  - D. Gold and silver

31. A statistical concept which basically means “zero defect” is better known as
- A. Ten sigma
  - B. Six sigma
  - C. Eight sigma
  - D. Five sigma
32. 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
- A. Net Neutrality
  - B. Fair price
  - C. Copyright
  - D. Trade secret
33. Visual or auditory stimuli (ads) that the conscious mind cannot perceive, often inserted into other media such as TV commercials is known as
- A. Political advertisements
  - B. Subliminal advertisements
  - C. Surrogate advertisements
  - D. General advertisements
34. Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between \_\_\_\_\_.
- A. Marketer and retailer
  - B. Jobber and wholesaler
  - C. Buyer and customer
  - D. Market manager and salesman
35. “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified person”. Who stated this?
- A. Australian marketing Association
  - B. European marketing Association
  - C. China marketing Association
  - D. American marketing Association
36. An advertisement in which a particular product, or service, specifically mentions a competitor by name for the express purpose of showing why the competitor is inferior to the product naming it
- A. Surrogate
  - B. Comparative
  - C. Subliminal
  - D. puffery
37. “Through newspaper any firm can reach literate customers only”. It’s a
- A. Nothing related to illiterate customers
  - B. Advantage of newspaper
  - C. Drawback of newspaper
  - D. No problem in such advertising

38. Ethical issues in public relations, would not include which of the following?
- A. Lying by omission or giving a misleading impression
  - B. Protecting the privacy rights of clients
  - C. Hiring an assassin to silence opponents
  - D. Safeguarding client's confidential information
39. Utilitarianism is an approach to ethics that means
- A. Whatever does the most good for the greatest number of people is best.
  - B. Fairness is the fundamental aspect of ethical conduct and people in a dispute should look at the situation outside of their own vested interests in the outcome to decide what is right.
  - C. Journalists often face conflicts among ethical principles in the course of their work and must often make difficult decisions.
  - D. Not all ethical precepts can be applied in all situations, but they do provide useful guidelines for media professionals in their behaviour.
40. Business interests in media organizations can often supersede the public interests entrusted to that organization. This can happen in which of the following ways?
- A. Advertisers threaten to stop advertising unless the media organization stops or changes coverage of the company or a controversial issue
  - B. Lack of consumer power among disadvantaged groups can mean they get less news coverage or are mostly portrayed in a negative light
  - C. Cutting staff to save money can affect the quality of news coverage as journalists get even more overworked
  - D. Safeguarding client's confidential information

**Contemporary Issues**  
**Sample Questions**  
**TYBMM (Advertising & Journalism)**

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

1. Plants, living species, habitats, microorganisms form part of
  - A. Ecological system
  - B. Universal system
  - C. Climate system
  - D. Universal weather system
  
2. Which of the following is a greenhouse gas?
  - A. Methane
  - B. Oxygen
  - C. Sulphur dioxide
  - D. Hydrogen
  
3. Almost one-fifths of global Co<sub>2</sub> emissions are caused by:
  - A. Human population
  - B. Vehicles on roads
  - C. Heavy industries.
  - D. Water pollution
  
4. Which of these countries emits the most carbon dioxide?
  - A. China
  - B. USA
  - C. UK
  - D. India
  
5. What causes ocean acidification?
  - A. CO<sub>2</sub> dissolved in ocean water
  - B. Ocean pollution
  - C. Warm water
  - D. sea life and plants
  
6. Which single technology can provide our society with a seamless transition to cheap, safe and carbon-free energy?
  - A. Electric cars
  - B. Concentrating on solar power
  - C. Wind turbines
  - D. recycling of waste
  
7. The biggest threat towards development is
  - A. Population
  - B. Climate change
  - C. Melting polar ice-caps
  - D. Pollution



8. In the HIPPO effect H stands for
  - A. Habitat destruction
  - B. habit destruction
  - C. habitual destruction
  - D. hibernation
  
9. The Effects of ozone layer depletion on human beings are
  - A. Skin Cancer
  - B. Arthritis
  - C. Hair fall
  - D. Brain tumor
  
10. Major causes of deforestation are
  - A. Floods
  - B. Urbanization
  - C. Droughts
  - D. acid rain
  
11. The main Sources of Non-Renewable Energy are
  - A. Coal
  - B. Solar
  - C. Wind
  - D. hydro
  
12. Measures of Sustainable Consumption of energy are
  - A. Communicate successful management of sustainability
  - B. Find new ways to fulfill customers' needs with maximum environmental impact.
  - C. Governments need not rethink their regulations and incentives.
  - D. Stop recycling
  
13. UDHR stands for
  - A. Universal Declaration of Human Rights
  - B. United Declaration of Human Rights
  - C. Universal Decision on Human Rights
  - D. United Decision on Human Rights
  
14. Which of these bodies talks about children's rights?
  - A. CDAC
  - B. CRC
  - C. UNO
  - D. CEDAW.
  
15. Need for Police Reforms is
  - A. To transform the values, cultures, policies and practices of police organization
  - B. Builds a public service
  - C. Protect human rights related to national and international laws
  - D. Implementation of a peace agreement

16. The concept of carbon credit means:
- A. Credit for Greenhouse Effect given to the government
  - B. Awareness in controlling carbon emissions.
  - C. Carbon Di-oxide gets credit for pollution
  - D. The rating given to carbon emissions.
17. Selling cigarettes and tobacco is prohibited nearby:
- A. Cinema halls
  - B. Government offices
  - C. Educational institutions
  - D. Railway stations.
18. The law that aims to bring more transparency in government working is:
- A. The Right to News Act
  - B. The Right to Information Act
  - C. The Censorship Act
  - D. The Right to Sources Act.
19. The Jan Lokpal Bill aims at:
- A. Bringing down corruption cases
  - B. Bringing down population
  - C. Controlling government powers.
  - D. Controlling the powers of courts.
20. A person who exposes a wrong doing or unethical activity is called:
- A. A confidential source
  - B. A whistle-blower
  - C. A crime blower
  - D. A corruption blower
21. Children can pursue Education as a right under:
- A. The Compulsory Education Act
  - B. Abolition of Illiteracy Act
  - C. The Right to Education Act
  - D. The Right to Information Act
22. What are the Consequences of Corruption?
- A. Increase of National wealth
  - B. Hindrance and obstruction in development
  - C. Reduction in terrorism and crimes
  - D. Progress of the nation
23. Naxal or Naxalite is a member of any political organization that claims the legacy of the
- A. Communist Party of India (Marxist-Leninist)
  - B. Bharatiya Janata Party
  - C. Congress Party
  - D. Rashtriya Seva Sangh

24. Consequences of Terrorism
- A. Creates communal disharmony
  - B. Increases people's confidence in the Government's ability
  - C. Improves the Government's image domestically and internationally
  - D. Creates peace and unity
25. Dowry deaths, wife battering is an example of
- A. Criminal violence
  - B. Domestic violence
  - C. Social violence
  - D. Death by Knife
26. The area marked close to the seashore is called as:
- A. Customary Regulation Zone
  - B. Government Regulatory Zone
  - C. Coastal Regulation Zone
  - D. Metropolitan Regulatory Zone.
27. Expand AFSPA
- A. Armed Forces Specialty Powers Act
  - B. Army Forces Special Powers Act
  - C. Armed Forces Special Prowess Act
  - D. Armed Forces Special Powers Act
28. In India, tribal are also known as:
- A. People moving in groups
  - B. Adivasis
  - C. People who are nomads
  - D. People who mostly live-in cities
29. The National Food Security Act provides for:
- A. Free food to all citizens
  - B. Subsidized food grains to two-thirds of the population
  - C. Free security along with food
  - D. Limited food to certain sections of the people
30. The money given to a displaced person is called:
- A. Damages
  - B. Compensation
  - C. Incentives
  - D. Salary
31. What is the Greenhouse Effect?
- A. When you build a greenhouse
  - B. When you paint your house green to become an environmentalist
  - C. When the gases in our atmosphere trap heat and block it from escaping our planet
  - D. The name of climate change legislation that passed by congress

32. Which of the following are consequences associated with climate change?
- A. The ice sheets are declining, glaciers are in retreat globally, and our oceans are more acidic than ever
  - B. Surface temperatures are reducing about each year
  - C. Less extreme weather like droughts, heat waves, and hurricanes
  - D. reduction of greenhouse gases
33. What can you do to help fight climate change?
- A. Invest in fossil fuel companies
  - B. Engage yourself in the science behind climate change
  - C. Vote for political candidates who do not advocate for climate-related legislation and policy Improvements
  - D. Reduce recycling
34. What is the primary cause of the overall rising trend in CO<sub>2</sub> in the atmosphere?
- A. The increase in CO<sub>2</sub> is caused by burning of fossil fuels
  - B. CO<sub>2</sub> is increasing because we are coming out of an ice age
  - C. As human population grows, people exhale more CO<sub>2</sub>
  - D. CO<sub>2</sub> is released by the oceans as they warm
35. By 2100 AD, global temperature is expected to rise by about 2 °C and consequently, the sea level by about 50 cm from the present level. How is a rise in temperature expected to increase the level of the sea?
- A. By expanding ocean water
  - B. By melting mountain glaciers
  - C. By causing ice sheets of Antarctica and Greenland to melt and slide into the oceans
  - D. increase in rainfall
36. Air pollution may cause severe
- A. Lungs-diseases, asthma, brain-disorder diseases, etc.
  - B. Negative effect on farm output ratio and can also contaminate the ground water
  - C. Have negative effects on hearing or auditory sense organs.
  - D. Increase in bone disease
37. The law that protects children from sexual abuse is the:
- A. Prevention of Children Sexual Offences Act
  - B. Protection of Children from Sexual Offences Act
  - C. Protection of Children Welfare Act
  - D. Abolition of Child Abuse Act
38. Expand CEDAW
- A. Convention on the Elimination of all Forms of Discrimination Against Women
  - B. Commission on the Elimination of all Forms of Discrimination Against Women
  - C. Convention on the Eliminating of all Forms of Discrimination Against Women
  - D. Convention on the Enumeration of all Forms of Discrimination Against Women

39. Which Indian city amongst the following list faces smog issues during winter every year
- A. Mumbai
  - B. Kolkata
  - C. Bhopal
  - D. Delhi.

40. Match the following :

1.Pathogenic microorganisms	i) Ozone depletion
2.CFC	ii) Nuclear research
3.Radioactive contamination	iii) Water pollution
4.Oil spills	iv) Invasive species

Select correct options

- A. 1-iv; 2-i; 3-ii; 4-iii
- B. 1-ii; 2-i; 3-iv; 4-iii;
- C. 1-iv; 2-i; 3-iii; 4-ii;
- D. 1-iii; 2-ii; 3-i; 4-iv;

**Sample Multiple Choice Questions  
TYBMM Sem VI**

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

**Subject: Financial management in Marketing and Advertising**

1. The long-run objective of financial management is to: \_\_\_\_\_.
  - A. Maximize earnings per share
  - B. Maximize return on investment.
  - C. Maximize the value of the firm's common stock.
  - D. Maximize market share.
  
2. Ordinary shares in limited companies have a/an \_\_\_\_\_.
  - A. have a limited life, with no voting rights but receive dividends
  - B. have an unlimited life, and voting rights but receive no dividends
  - C. have an unlimited life, and voting rights and receive dividends
  - D. have a limited life, and voting rights and receive dividends
  
3. Equity shareholders are called \_\_\_\_\_.
  - A. Owners of the company
  - B. Partners of the company
  - C. Executives of the company
  - D. Guardian of the company
  
4. The maturity period of a commercial paper usually ranges from \_\_\_\_\_.
  - A. 20 to 40 days
  - B. 60 to 90 days
  - C. 120 to 365 days
  - D. 90 to 364 days
  
5. Usually the production budget is stated in terms of \_\_\_\_\_.
  - A. Money
  - B. Quantity
  - C. Both Money and Quantity
  - D. Neither Money nor Quantity
  
6. Fixed budget is useless for comparison when the level of activity...
  - A. Increases
  - B. Fluctuates both ways
  - C. Decreases
  - D. Constant
  
7. Net working capital refers to \_\_\_\_\_.
  - A. total assets minus fixed assets.
  - B. current assets minus current liabilities.
  - C. current assets minus inventories.
  - D. current assets.

8. The length of time between the acquisition of inventory and payment for it is called the
- A. Operating cycle.
  - B. Inventory conversion period.
  - C. Accounts receivable period.
  - D. Accounts payable deferral period
9. The ideal quick ratio is \_\_\_\_\_
- A. 1:2
  - B. 2:1
  - C. 1:1
  - D. 1:3
10. Who is the user of ratio analysis?
- A. Management
  - B. Creditors and financial institutions
  - C. Investors
  - D. All the stakeholders
11. Net profit ratio shows the relation between net profits and
- A. Gross sales
  - B. Net sales
  - C. Sales return
  - D. Cost of sales
12. A \_\_\_\_\_ would be an example of a principal, while a \_\_\_\_\_ would be an example of an agent.
- A. shareholder; manager
  - B. accountant; bondholder
  - C. shareholder; bondholder
  - D. Shareholder; accountant
13. ADRs are issued in \_\_\_\_\_
- A. Canada
  - B. China
  - C. India
  - D. USA
14. The relationship between two financial variables can be expressed in:
- A. Pure ratio
  - B. Percentage
  - C. Rate or time
  - D. Either of the above
15. \_\_\_\_\_ is that branch of accounting which is concerned with the process of ascertaining and controlling the cost of products or services.
- A. Cost Accounting
  - B. Financial Accounting
  - C. Management Accounting
  - D. Tax Accounting

16. What are the types of cost based on traceability?
- A. Selling and Distribution Cost
  - B. Avoidable and unavoidable Cost
  - C. Fixed and Variable Cost
  - D. Direct and Indirect Cost
17. \_\_\_\_\_ are costs incurred for general management of an organization.
- A. Manufacturing Costs
  - B. Administration Cost
  - C. Research and Development Cost
  - D. Selling and Distribution Costs
18. Selling and Distribution Expenses does not include \_\_\_\_\_.
- A. Packing charges
  - B. Advertisement cost
  - C. Sample and free gifts
  - D. Printing and Stationery expenses
19. Which of the following are example of Variable Expenses?
- A. Rent
  - B. Depreciation
  - C. Direct Wages
  - D. Indirect Wages
20. Which of these are elements of Cost?
- A. Material Cost and Labor Cost
  - B. Labor Cost and Other Expenses
  - C. Material Cost and Other Expenses
  - D. All Material, Labor, and other Expenses
21. \_\_\_\_\_ is also called as Service Costing.
- A. Process Costing
  - B. Contract Costing
  - C. Operating Costing
  - D. Operation Costing
22. \_\_\_\_\_ is a technic /method of ascertaining the cost.
- A. Cost unit
  - B. Costing
  - C. Cost
  - D. Cost Accounting
23. Which of the following is Long term sources
- A. Commercial Papers
  - B. Shares and Debentures
  - C. Cash credit
  - D. Bank Overdraft



24. Purchase Budget is an example of \_\_\_\_\_.
- Functional Budget
  - Master Budget
  - Sales Budget
  - Marketing Budget
26. Find Current ratio, If Current Assets are 100000 and Current Liabilities are Rs. 50000.
- 1:2
  - 2:3
  - 3:1
  - 2:1
27. \_\_\_\_\_ budget is prepared for more than one level of capacity.
- Fixed budget
  - Flexible Budget
  - Both Fixed budget and Flexible Budget
  - Neither Fixed budget nor Flexible Budget
28. Permanent working capital \_\_\_\_\_
- varies with seasonal needs
  - includes fixed assets.
  - is the amount of current assets required to meet a firm's long-term minimum needs.
  - includes accounts payable.
29. \_\_\_\_\_ Budget is prepared from all the functional Budget.
- Master Budget
  - Functional Budget
  - Purchase Budget
  - Production Budget
30. Internal sources of capital are those that are
- Generated through outsiders such as suppliers
  - Generated through loans from commercial banks
  - Generated through issue of shares
  - Generated within the business
31. If Variable cost is Rs. 60 and selling price is Rs 100 then Contribution will be \_\_\_\_\_.
- Rs. 40
  - Rs. 60
  - Rs. 100
  - Rs. 160
32. Match the following
- | <b>Group A: Name of Industry</b> | <b>Group B: Cost unit</b> |
|----------------------------------|---------------------------|
| A. Textiles                      | I. Passenger km           |
| B. Transport                     | II. Meter, yards          |
| C. Paints                        | III. Litre                |
| A. A – I, B – II, C – III        |                           |
| B. A – II, B – I, C – III        |                           |
| C. A – II, B – III, C – I        |                           |
| D. A – I, B – III, C – II        |                           |

33. Which of the following statement is correct?
- a. Single Costing is also called as unit Costing.
  - b. Operating Costing is also called as Service Costing.
  - c. Costing means a method of ascertaining the cost
- A. Only a and b  
B. Only b and c  
C. Only a and c  
D. All a, b and c
34. If selling price is Rs 100, Variable cost is Rs. 60 and Fixed cost is Rs. 2000 then BEP sales will be \_\_\_\_\_.
- A. 50 units  
B. 500 units  
C. Rs. 5000  
D. 50 units or Rs. 5000
35. 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?
- A. Rs. 50000  
B. Rs. 100000  
C. Rs. 500000  
D. Rs. 1000000
36. Gross Profit is Rs. 50000 and Sales is Rs. 200000 then Gross profit ratios will be \_\_\_\_\_.
- A. 4:1  
B. 40%  
C. 25%  
D. 100%
37. If wages are paid half a month in arrears and wages for November and December 2020 is Rs. 20000 and
- A. 20000  
B. 21000  
C. 22000  
D. 42000
38. While preparing Flexible Budget If Labor Cost is Rs. 600000 at the level of production of 60000 units then what will be amount of Labor Cost charged in case of production of 80000 units?
- A. Rs. 60000  
B. Rs. 80000  
C. Rs. 600000  
D. Rs. 800000
39. If Selling price is Rs 200 and contribution is Rs. 80 then Profit volume ratio will be \_\_\_\_\_.
- A. 40%  
B. 60%  
C. 100%  
D. 160%

40. Objectives of Cost Accounting are as follows:

- a. Ascertain Cost
- b. Analyze Costs
- c. Allocate and Apportion the Costs
- d. Optimum Product Mix

- A. a, b, and c
- B. a, c and d
- C. a, b and d
- D. All a, b, c and d

41. Which of the following are true statements?

- a. Reserves and surplus are internal Sources of finance.
- b. Shares and debentures are Long term sources of finance.
- c. Cash Budget is an example of Master Budget.

- A. a and b
- B. b and c
- C. a and c
- D. All a, b and c

## **TYBMM AGENCY MANAGEMENT**

### **Sample questions**

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

1. Areas of Agency evaluation \_\_\_\_
  - A. Expertise /objectivity / dedication / staffing & management
  - B. Expertise / staffing & management
  - C. Expertise /objectivity
  - D. Expertise / dedication / staffing & management
  
2. Account planning process \_\_\_\_
  - A. Defining an advertising task/objective – preparing a creative brief – creative development – presenting ad to the client - tracking the ad performance
  - B. Defining an advertising task/- creative development – presenting ad to the client - tracking the ad performance
  - C. Defining an advertising task/objective – preparing a creative brief – creative development – presenting ad to the client - tracking the ad performance
  - D. Creative development – presenting ad to the client - tracking the ad performance
  
3. Means-End Value chain \_\_\_\_
  - A. Attribute – functional consequences - psychosocial consequences – values
  - B. Attribute – psychosocial consequences – values
  - C. Functional consequences – psychosocial consequences – values
  - D. functional consequences – psychosocial consequences
  
4. Process of converting storyboard into tvc \_\_\_\_
  - A. Elements / presentation / planning / production
  - B. Elements / planning / production
  - C. Elements / presentation/ production
  - D. Elements / presentation / planning
  
5. IMC means \_\_\_\_
  - A. Integrated marketing communication
  - B. Internal marketing communication
  - C. Individual marketing communication
  - D. Independent marketing communication
  
6. Marketing strategy is the long-term plan designed to achieve which objectives of client's firm
  - A. Advertising
  - B. Marketing
  - C. Communication
  - D. Financial

7. A written document that summarizes what marketer has learned about the market place & indicates how the firms plan to reach its marketing objectives
  - A. Marketing plan
  - B. Advertising plan
  - C. Copy plan
  - D. Media planning plan
  
8. Product objectives \_\_\_\_
  - A. To grow the company
  - B. To increase market share
  - C. To launch a new product
  - D. To increase brand awareness
  
9. Pricing objectives \_\_\_\_
  - A. To make the product available at cheaper rate as compared to competitors
  - B. To grow the company
  - C. To increase the market share
  - D. To launch new product
  
10. STP stands for \_\_\_\_
  - A. Segmenting – targeting – placing
  - B. Segmenting – targeting – positioning
  - C. Segmenting – targeting – pricing
  - D. Segmenting – targeting – product
  
11. The process of dividing market into smaller groups of buyers
  - A. Targeting
  - B. Positioning
  - C. Segmenting
  - D. Placing
  
12. Distribution objectives \_\_\_\_
  - A. Availability of the products in the market
  - B. Making product available at cheaper rate
  - C. To grow the company
  - D. To design logo
  
13. Account management is also known as \_\_\_\_ servicing
  - A. Finance
  - B. Client
  - C. Research
  - D. Media
  
14. An act of designing the company's offer so that it occupies a distinct & valued place in the target customer's mind
  - A. Positioning
  - B. Targeting
  - C. Segmenting
  - D. Advertising

15. Three stages of buyer behaviour \_\_\_\_
- A. Cognitive /Affective /Conviction
  - B. Motivate/Affective/Buying
  - C. Awareness/Desire/Buying
  - D. Cognitive/Desire/Conviction
16. Awareness – knowledge – liking-preferences-conviction-purchase defines which model
- A. Aida
  - B. Hierarchy
  - C. Innovative
  - D. Adoption
17. DAGMAR is defined as \_\_\_\_
- A. Defining advertising goals measured advertising results
  - B. Defining advertising gains measured advertising results
  - C. Defining accounting goals measured advertising results
  - D. Defining action goals measured advertising results
18. Awareness – Interest Evaluation –Trial Adoption defines which model
- A. Innovation adoption model
  - B. Aida model
  - C. Hierarchy model
  - D. Effects model
19. 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
- A. Business plan
  - B. Marketing plan
  - C. Copy plan
  - D. Ad plan
20. Which is the correct order while selecting an advertising Agency?
- A. Define what they want in an ad agency, Screen the agencies, Presentation, Tell the news media, Choose new agency
  - B. Tell the news media, Screen the agencies, choose new agency, define what they want in an ad agency, Presentation
  - C. Presentation, Screen the agencies, Tell the news media, define what they want in an ad agency
  - D. Define what they want in an ad agency, Tell the news media, Screen the agencies, Presentation, Choose new agency

21. Who is the key go-between for both the advertising agency and the client company?
- A. Account Planner
  - B. Account Executive
  - C. Media Planner
  - D. Media Buyer
22. Which One of the following is NOT the responsibility of Client Service Manager?
- A. The account is running profitably for the agency
  - B. To change the objectives of the advertisement briefed by client.
  - C. The client is getting the best results from the whole agency team
  - D. There are adequate resources on hand.
23. Under which method of Agency Compensation, the agency is paid a fixed commission
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Agency on Record
24. The fixed rate of commission under agency Commission method is
- A. 12%
  - B. 10%
  - C. 15%
  - D. 13%
25. Under what method of agency compensation, a flat fee is paid to agency for services performed
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Agency on Record
26. What are normally added to the cost of material & services bought by an agency
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Agency on Record
27. Which of the following is not included in Direct Cost?
- A. Salary of Agency Departments
  - B. Media Bills
  - C. Printing & Stationary
  - D. Salary of Administrative staff
28. Guidelines on agency compensation are led by \_\_\_\_\_
- A. ABCD
  - B. AABC
  - C. AAAA
  - D. ABBC

29. ANA stands for \_\_\_\_\_
- A. American National Advertiser
  - B. Australian National Advertiser
  - C. Association of National Advertiser
  - D. Association of Non-Advertising
30. When Fees & commission both are included is known as which compensation
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Combination Method
31. Which is traditional source of Agency finance
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Combination Method
32. 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
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Combination Method
33. Creative Boutique charges \_\_\_\_\_
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Combination Method
34. In which system, there is more scope for negotiation
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Combination Method
35. If the cost of placing a full page advertisement in magazine is Rs 1,00,000 and agency follows Commission method, what will be agency's earning?
- A. Rs 20,000
  - B. Rs 15,000
  - C. Rs 25,000
  - D. Rs 15,500



36. Which is the method in which agency is given commission for media buying & fees for services rendered
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Combination Method
37. In which method, the remuneration rate is fixed.
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Combination Method
38. The approach of which system will change an agency client relationship to the advantage of the client
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Combination Method
39. Which is not a mode of agency compensation
- A. Agency Commission
  - B. Fee system
  - C. Service Charges
  - D. Professional Fees
40. Reinforcement advertising:
- A. It is heavily used in the pioneering stage of a product category, where the aim is to build primary demand.
  - B. It is very important to use these when the product is in the maturity stage. They are intended to remind people to purchase your brand.
  - C. It seeks to ensure the buyers that they have made the right choice by purchasing your brand.
  - D. It is generally used when the product is in the competitive stage, where the company's objective is to build selective demand for a particular brand.

## **Principles and Practices of Direct Marketing**

### **Sample Questions**

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

1. \_\_\_\_\_ is a form of marketing that attempts to send its messages directly to consumers, without the use of intervening media.
  - A. Advertising
  - B. Direct marketing
  - C. Public relations
  - D. Promotion
  
2. Direct marketing is a form of marketing that attempts to send its messages directly to consumers, \_\_\_\_\_ media.
  - A. Without intervening
  - B. With mass media
  - C. With advertising media
  - D. With Public relations
  
3. Direct Marketing plays a broader role, that of building \_\_\_\_\_ with the customer by communicating with them regularly.
  - A. Short term
  - B. Occasionally
  - C. a long-term relationship
  - D. One time
  
4. Sending a birthday card to consumer is an example of \_\_\_\_\_.
  - A. Advertising
  - B. Direct marketing
  - C. Public relation
  - D. Marketing
  
5. Direct marketing has three characteristics namely: Direct Response, \_\_\_\_\_, build and maintain a database of customers and prospects
  - A. Measurable
  - B. Mass marketing
  - C. Use mass media
  - D. Realistic
  
6. Communications sent to invite customers to respond - by mail, telephone, Internet, redeemable retail vouchers, etc. is known as \_\_\_\_\_.
  - A. Direct response
  - B. Maintaining database
  - C. Public relations
  - D. Mailer

7. The \_\_\_\_\_ framework was extensively used to support the direct marketing concept of the 1950s.
- A. Mass marketing
  - B. Marketing mix
  - C. Relationship marketing
  - D. Advertising
8. A \_\_\_\_\_ is an item that is built or produced to satisfy the needs of a certain group of people, it can be tangible or intangible.
- A. Process
  - B. Physical evidence
  - C. Packaging
  - D. Product
9. It refers referring to the channel by which a product or services is sold. \_\_\_\_\_
- A. Process
  - B. Packaging
  - C. Place
  - D. Product
10. An essential ingredient to any service provision is the use of appropriate staff is known as \_\_\_\_\_.
- A. Process
  - B. Place
  - C. People
  - D. Products
11. This refers to the systems used to assist the organization in delivering the service. \_\_\_\_\_.
- A. Process
  - B. Place
  - C. People
  - D. Promotion
12. \_\_\_\_\_ is the element of the service mix which allows the consumer again to make judgments on the organization.
- A. Process
  - B. Place
  - C. People
  - D. Physical evidence
13. E-marketing and online marketing is an example of \_\_\_\_\_ type of marketing.
- A. Traditional media
  - B. New media
  - C. Promotion
  - D. Advertising

14. \_\_\_\_\_ is also an umbrella term that covers the wide array of advertising channels we see daily.
- A. Traditional media
  - B. Non-traditional media
  - C. Promotion
  - D. Publicity
15. Billboard and TV advertising, flyer, trade shows, exhibitions, radio, and poster campaigns are the examples of \_\_\_\_\_.
- A. Traditional media
  - B. Non-traditional media
  - C. Promotion
  - D. New Media
16. Viral marketing, Social media, Search engine optimization, Mobile marketing, and e-mail marketing are the examples of \_\_\_\_\_.
- A. Traditional media
  - B. Modern marketing
  - C. Promotion
  - D. Publicity
17. \_\_\_\_\_ enables to receive feedback instantly.
- A. Modern marketing
  - B. Traditional marketing
  - C. Mass marketing
  - D. Advertising
18. \_\_\_\_\_ could be regarded as the "ultimate" Direct marketing approach. As this approach employ no other means to manage the relationship with their customers.
- A. Stand-alone
  - B. peripheral
  - C. mass marketing
  - D. New
19. Communication via e-mails, mails or telephone are the means for \_\_\_\_\_ approach.
- A. Stand-alone
  - B. mass marketing
  - C. traditional marketing
  - D. mass appeal
20. Three approaches in Direct marketing are- Stand-alone, Integrated and \_\_\_\_\_.
- A. Perceptual
  - B. Peripheral
  - C. One-to-one
  - D. Disintegrated

21. Answer in one word: In this type of approach, Direct Marketing is employed as only an occasional, tactical marketing tool. \_\_\_\_.
- A. Stand-alone
  - B. One-to-one
  - C. Mass marketing
  - D. Peripheral
22. \_\_\_\_ approach of direct marketing could be initiated as a short-term response to decreasing sales or competitive pressure.
- A. Stand-alone
  - B. Integrated
  - C. Peripheral
  - D. Direct
23. One of the \_\_\_\_\_ of direct marketing is effective only when all information about the individual customer is available.
- A. Disadvantages
  - B. Advantage
  - C. Strategies
  - D. Plan
24. The following are the decision variables in direct marketing: Offer, Creative, Media, Timing/sequencing, \_\_\_\_\_.
- A. Measurable
  - B. One-to one communication
  - C. Customer service
  - D. Appeals
25. The \_\_\_\_\_ of decision variables includes the copy platform, graphic design elements, involvement techniques, and production considerations such as personalization.
- A. creative component
  - B. stand alone
  - C. customer service
  - D. approach
26. \_\_\_\_\_ is a comprehensive approach for creating maintaining and expanding customer relationship.
- A. Stand alone
  - B. Customer Relationship Management
  - C. Database management
  - D. Peripheral
27. The goal of \_\_\_\_\_ is to develop loyalty between a brand or company and a targeted customer base.
- A. Customer relationship marketing
  - B. Database management
  - C. Database marketing
  - D. Data analysis

28. One of the main benefits of a Customer Relationship Marketing system is that it smoothen\_\_\_\_\_ process.
- A. Mass media approach
  - B. the customer retention
  - C. peripheral approach
  - D. Brand image
29. Direct Marketing is more \_\_\_\_\_ as compared to other marketing methods.
- A. cost effective
  - B. expensive
  - C. not useful
  - D. approachable
30. Which of the following aspects are of one-to-one marketing?
- A. Customer profile
  - B. Mass production
  - C. Mass distribution
  - D. One-way communication
31. A database management system (DBMS) is a system:
- A. That stores a large number of Database
  - B. That stores large number of vendors
  - C. That stores a large number of customers
  - D. That stores internal management of database
32. Person selling is:
- A. Direct marketing tool
  - B. IMC tool
  - C. Advertising tool
  - D. Publicly tool
33. Compiled lists can be broken into a number of further categories:
- A. Consumer Compiled Lists
  - B. Consumer Lifestyle Enhanced Lists
  - C. Business Compiled Lists.
  - D. All of the above
34. Acquisition year is the \_\_\_\_\_ year for a customer.
- A. first,
  - B. base,
  - C. last,
  - D. middle
35. What does CRM stand for
- A. Corporate Social Responsibility
  - B. Customer Relationship Management
  - C. Corporate Revenue Model
  - D. Customer Revenue Management

36. Which is not a technique of Managing Data
- A. Data Entry
  - B. Data Backup
  - C. Double Checking
  - D. Sorting
37. Modern direct marketers rely heavily on database technologies and the internet, while early direct marketers primarily used direct mailers, telemarketing, and \_\_\_\_\_.
- A. door to door sales people
  - B. catalogs
  - C. promotions
  - D. e-mail
38. Cross-selling means \_\_\_\_\_
- A. Selling with a cross face
  - B. Cross country marketing
  - C. Selling to friends
  - D. Selling other products to existing customers
39. The use of short-term incentives to encourage the purchase or sale of a product or service is called \_\_\_\_\_.
- A. direct and digital marketing
  - B. sales promotion
  - C. personal selling
  - D. public relations
41. It refers to everything you do to make your prospective & current customers aware of your product & services & build a long-lasting Relationship.
- A. Relationship Marketing
  - B. IMC
  - C. Product Customization.
  - D. Selling

**ADVERTISING AND MARKETING RESEARCH.**  
**TYBMM ( Advertising)**

**Sample Questions**

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

1. Men who read sports magazines are \_\_\_\_\_. Is an example of?
  - A. Word Completion.
  - B. Sentence Completion.
  - C. Question Completion.
  - D. Story Completion.
  
2. \_\_\_\_\_are formed by recruiting large numbers of households who provide information on their buying over time.
  - A. Expert interview
  - B. Panel interview
  - C. Consumer panels
  - D. Group discussion
  
3. The health of a brand is measured by its \_\_\_\_\_.
  - A. Brand equity
  - B. Brand loyalty
  - C. Brand logo
  - D. Brand association
  
4. The researcher must ensure that the question:
  - A. Are personal or intimate questions. Most people will answer them.
  - B. Avoid personal or intimate questions. Most people will not answer them.
  - C. Ask personal or intimate questions even if people do not answer them.
  - D. Avoid personal or intimate questions as they are of no value
  
5. In \_\_\_\_\_,the researcher uses the element of chance for selecting sample.
  - A. Sampling
  - B. Non – Probability sampling technique
  - C. Probability sampling technique
  - D. Sampling unit
  
6. Which of the following is a type of construction technique?
  - A. Word Association.
  - B. Personification.
  - C. Sentence Completion.
  - D. Story Completion.



7. The process of drawing a sample from a population known as \_\_\_\_\_.
  - A. Sampling
  - B. Census
  - C. Survey research
  - D. Random sampling
  
8. 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.
  - A. Judgemental
  - B. Snowball
  - C. Systematic
  - D. Quota
  
9. Testing done after the ad copy has come out in the media & audience has seen the advertisement is known as
  - A. Broadcast pre-testing
  - B. Post testing
  - C. Mock magazine test
  - D. Focus group
  
10. Actual performance of an ad in its communication & perception is gauged by
  - A. Likert scale
  - B. Projective techniques
  - C. Post testing methods
  - D. Report writing
  
11. Additional sales generated by the ads are measured by
  - A. Direct mail test
  - B. Mock magazine test
  - C. Sales results test
  - D. Halo effect
  
12. The purpose of post-testing is
  - A. To improve future advertising efforts
  - B. To understand print pre-testing
  - C. To develop focus group
  - D. To formulate statement Comparison Test
  
13. Recall test & Recognition test are part of
  - A. Hypothesis building methods for types of research design
  - B. Post testing methods in advertising research
  - C. Data collection methods
  - D. Sampling methods

14. Qualitative Interviews are also called as
- A. Focus group
  - B. Panel discussion
  - C. Depth Interview
  - D. Group Discussion
15. \_\_\_\_\_ studies are a relatively quick way to check on your brands position with consumers in relation to your competition.
- A. Brand health
  - B. Brand awareness research
  - C. Brand -name research
  - D. Brand logo research
16. For Devising a Good Questionnaire
- A. The wording must be kept simple
  - B. technical or specialized words be used
  - C. Use long sentences
  - D. Writing style should be inaccurate.
17. Staple Scale is a
- A. Bipolar rating scale designed to measure the respondent's attitude towards the object or event.
  - B. Tripolar rating scale designed to measure the respondent's attitude towards the object or event.
  - C. Unipolar rating scale designed to measure the respondent's attitude towards the object or event.
  - D. Nopolar rating scale designed to measure the respondent's attitude towards the object or event.
18. Focus group discussion is led by?
- A. Group leader.
  - B. Mediator.
  - C. Facilitator.
  - D. Moderator.
19. Reference from earlier literature.
- A. literature Review.
  - B. Survey Review.
  - C. Sample Review.
  - D. Data Review.

20. 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:
- A. Pre- arranged order
  - B. Irregular order
  - C. Not pre- arranged
  - D. Not listed in a proper structured format.
21. Which of the following is used to assess advertising effect on buyers?
- A. Post testing
  - B. Attitude scales
  - C. Retail audits
  - D. Secondary information
22. Product displayed and photographed from different angles representative of the consumers perspective.
- A. Shelf Impact.
  - B. Simulated Display.
  - C. Product Display.
  - D. Photo Display.
23. Treatment in which respondents are asked to make hypotheciical trade-offs betwween configured products?
- A. Conjoint Analysis.
  - B. Van Westerdrop technique.
  - C. Gabar-covenger technique.
  - D. Brand Price trade-off.
24. Choose the odd one out.
- A. Contingency questions.
  - B. Matrix questions.
  - C. Continious questions.
  - D. Close ended questions.
25. Which is not a copy testing method?
- A. Direct Questioning.
  - B. Direct Mail Test.
  - C. Qualitative Interviews.
  - D. Indirect Questioning.
26. Choose the odd one out.
- A. Exploratory Research.
  - B. Descriptive Research.
  - C. Casual Research.
  - D. Diagnostic Research.

27. What is the search for new facts?
- A. Hypotheses
  - B. Research
  - C. Literature review
  - D. Experiment
28. \_\_\_\_\_ indicates that there is no relationship between the dependent and independent variables.
- A. Alternative hypothesis.
  - B. Directional hypothesis
  - C. Null Hypothesis
  - D. Non- Directional hypothesis
29. The researcher must ensure that the answer to a question is:
- A. Always influenced by previous questions.
  - B. Influenced by few questions.
  - C. Influenced by all questions.
  - D. Not influenced by previous questions.
30. Attitude scales are used to measure:
- A. Attitudes
  - B. attitudes, opinions
  - C. attitudes, opinions or values
  - D. People attitudes
31. Galvano-metric response measures
- A. Change in skin reaction to perspiration
  - B. Assess if a campaign has achieved its objectives
  - C. To improve future advertising efforts
  - D. To convey the right message to the consumer
32. Which testing is conducted to aid Memory recall?
- A. Concept testing
  - B. Slogan Testing
  - C. Name Testing
  - D. Card Concept Testing
33. Packaging research acts as a \_\_\_\_\_ technique.
- A. Marketing brand
  - B. Sales promotion
  - C. Packaging
  - D. Public relation

34. Simple Attitude Scaling
- A. This type of self-rating scale merely classifies respondents into two of two categories
  - B. This type of self-rating scale merely classifies respondents into one of two categories
  - C. This type of self-rating scale merely classifies respondents into one of one category
  - D. This type of self-rating scale merely classifies respondents into three of two categories
35. A Likert scale is
- A. Hardly used in marketing research
  - B. Hardly used in Advertising research
  - C. Never used in Advertising research
  - D. Widely used in Marketing and Advertising research
36. TAT stands for?
- A. Thematic Apprehension Test.
  - B. Thematic Appropriate Test.
  - C. Thematic Apperception Test.
  - D. Thermotic Apprehension Test.
37. Which one is a disadvantage of secondary data
- A. May not be accurate
  - B. Easy to access
  - C. Already exist
  - D. Inexpensive
38. Pretest involves:
- A. Giving it to a large sample of respondents, and then interviewing the respondents to get their impressions and to confirm that the questions accurately captured their opinions.
  - B. Giving it to a large sample of respondents, and then interviewing the respondents to get their impressions.
  - C. Giving it to a small sample of respondents, and then interviewing the respondents to get their impressions and to confirm that the questions accurately captured their opinions.
  - D. Giving it to a small sample of respondents, and then interviewing the respondents to get their impressions

39.

	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?

- A. Staple scale.
- B. Constant sum scale.
- C. Graphical scale.
- D. Thurstone scale.

40. Physiological testing does not detect

- A. How consumers react to emotional messages with voice pitch analysis
- B. How consumers react based on physical responses
- C. Monitor eye movement across print
- D. Paired comparison testing