**Question Bank for Website.**

**SY B. Com.**

**Subject : Advertising I**

**Semester 3 MCQ**

1. Integrated Marketing Communication is also called as
 • Integrated advertising mix
 • Integrated promotion mix
 • Integrated sales mix
 • Integrated distribution mix
2. Brand image of the product is created in minds of customers due to
 • Product quality
 • Product packaging
 • Endorsement of product by celebrity
 • All of these factors.
3. Advertising is an element of the following -
 • Market mix
 • Product mix
 • Place mix
 • Promotion mix
4. The creative advertising campaign "Kuchh Meetha Ho Jaye" is carried out for
 • Haldiram sweets
 • Cadbury Dairy Milk chocolate
 • Gits Gulab Jamun
 • Nestle Kulfi
5. The role of a Creative department in an advertising is
 • Prepare media plan
 • Printing of advertisement
 • Planning and preparing copy for media.
 • Scheduling advertisement campaign.
6. In India, advertising agency get accreditation from
 • MARG
 • IMRB
 • AAAI
 • INS
7. The instrument used in Market Research is
 • Newspaper
 • Questionnaire
 • Seminar
 • Webinar
8. The demand for Generic Products is created by
 • Selective advertising.
 • Social advertising.
 • Trade advertising.
 • Primary advertising.
9. The person who can generate idea is

 • Artist

 • Copy writer.
 • Visualiser.
 • Researcher.

1. Pro Bono type of advertising deals with
 • Religious issues
 • Political issues
 • Technical issues
 • Social issues.
2. The department which coordinates with advertiser is

 • Media department.
 • Accounts department.
 • Client service department.
 • None of the above.

1. To regain lost market share after the crisis, Maggi Noodles were advertised using the method of advertising -
 • Green
 • Advocacy
 • Political
 • Product
2. Creative services, marketing services and all other services are given by
 • Creative Boutique
 • Full-Service agency
 • Specialist agency
 • Media buying agencies
3. Green advertising is promotion of
 • green leafy vegetables.
 • eco-friendly products.
 • soft drink products.
 • plant nurseries.
4. HUL campaign " Khushiyon ki Doli" is an example of
 • Live streaming of advertising strategy.
 • Participatory strategy.
 • Show-N-Tell strategy.
 • Influencer strategy.
5. One of the objective of IMC is
 • Identifying market segment.
 • Developing brand image
 • Providing product information to advertising agency.
 • Identifying the competitor brands.
6. Trade advertising influence

 • Children.
 • Housewives.
 • Dealers.
 • Engineers & Doctors.

1. IMC activity is
 • One time
 • Dynamic
 • Static
 • Continuous
2. One of the following is not an element of IMC
 • Publicity
 • Advertising
 • Manufacturing
 • Sales promotion
3. Brand loyalty is
 • Repeat purchase of a product by satisfied customers.
 • Loyalty of manufacturing company employees to product manufactured by them.
 • Shifting of brand choice.
 • One time purchase of a product.
4. To improve corporate image through advertising related activities, advertiser must
 • Select only one media for advertising.
 • Select right brand ambassador.
 • Arrange window display of product in chemists shop.
 • Distribute pamphlets & circulars in housing society.
5. In Promotion of ‘*Jan Dhan Yojana’* media used is
 • Exhibitions.
 • Trade journals
 • sports Magazine
 • Doordarshan.
6. Rolex - the king of luxury watches - sponsors this event every year -
 • Oscar awards
 • Wimbledon tennis championships.
 • Indian Premier League
 • Sawai Gandharva Music Festival.
7. Local advertising is also called as
 • Manufacturer’s advertising.
 • Trade advertising
 • Retail advertising.
 • Social advertising.
8. One of the following is NOT a method of "Direct Marketing". Identify the same -
 • Yellow pages
 • Internet
 • Telemarketing
 • Over the counter.
9. The first newspaper in India published in Year 1780 was
 • Times of India
 • Hindustan Times
 • Bengal Gazette
 • Indian Express
10. Meaning of ASCI is
 • Advertising Standards Council of India.✓
 • Administrative Staff College of India
 • American Society for Clinical Investigation.
 • Agricultural Skill Council of India.
11. Newspaper used to promote hair oil in Maharashtra will be

 • The Times of India

 • Lokmat
 • Economic Times

 • Business Standard

1. Fast and immediate response is expected from consumers in
 National advertising
* Direct advertising
* Indirect advertising
* Regional advertising
1. Advertising of machinery is

 •  Industrial advertising
 • Local advertising
 • Primary advertising
 • Selective advertising

1. One of the following is not a type of  internet advertising -
 • Blog advertising.
 • Advertising on social networking site such as Facebook, Twitter.
 • Mobile advertising.
 • Television advertising
2. An example of "Idea" advertising is
 • Advertisement of toothpaste.
 • Advertisement of banking service.
 • Polio campaign.
 • Advertisement of insurance company.
3. The oldest advertising agency in India is
 • Lintas
 • Hindustan Thompson Associates
 • Ogilvy Benson Mather
 • B. Dattaram Ad Agency
4. Retentive advertising is done in
* Introduction stage of PLC
* Decline stage of PLC
* Growth stage of PLC
* Maturity stage of PLC

35) The paid form of non-personal presentation and promotion of ideas, goods and services by an identified means
 •  Advertising
 • Publicity
 • Sales promotion
 • Manufacturing

36) Encoder of Ad Message is
 • Advertiser
 • Customer
 • Media
 • Retailer

37) Institutional advertising is done to enhance
 • Corporate image
 • Brand, image
 • Brand loyalty
 • Sale

38) Example of advertising to develop conscious consumer is
 • Child immunization campaign
 • Anti-dowry campaign
 • Jago Grahak Jago campaign
 • All these examples.

39) IMC influence

 • Specific group

 • Diverse groups
 • Rural consumers
 • Urban consumers.

40) Advertising is an element of

 • Place mix
 • Market mix
 • Promotion mix
 • Distribution.

41) One of the following is NOT an example of early form of advertising. Identify the same -
 • Trademarks
 • Air balloons
 • Town criers
 • Sign boards

42) In USA, first advertisement in newspaper appeared in the year 1704 in
 • Washington Post
 • New York Times
 • The Herald Tribune
 • Boston Newsletter

43) Non advertising related factor to develop brand image is
 • Sponsoring of events

 • Brand ambassador

 • After sale services
 • Logos

44) In Year 1959, television transmission started in India from
 • Mumbai
 • New Delhi
 • Chennai
 • Bangaluru

45) The first film star signed for Lux Soap in Year 1941 was
 • Meena Kumari
 • Vaijayanti Mala
 • Leela Chitnis
 • Hema Malini

46) Colour television started in India during Asiad Games in Year
 • 1959
 • 1972
 • 1982
 • 2001

47) IMRB is a
 • Product advertising agency
 • Product manufacturing company
 • Market Research Firm
 • Audit agency

48) Classification of Advertising is based on
 • Area
 • Audience
 • Media
 • All these factors.

1. Role of advertising agency is
 • Planning the advertising campaign.
 • Preparing the advertising campaign.
 • Placing the advertising campaign in the media.
 • All the above.
2. One of the following person is NOT an employee of advertising agency -
 • Copy writer
 • Art director
 • Media planner
 • Civil engineer
3. Creative advertisement of Fevicol and Vodafone Zoozoo are prepared by
 • Lintas
 • Ogilvy and Mather
 • LR Swami & Co.
 • Sista Advertising & Publicity.
4. The commission charged by advertising agencies to media publishers / broadcasters is
 • 5%
 • 10%
 • 15%
 • 20%
5. One of the following is NOT a type of advertising agency
 • Full service agency
 • Modular agency
 • Creative boutiques
 • Travel agency
6. The section of advertising agency responsible for identifying time & space to run the advertising campaign is
 • Media planning
 • Media research
 • Finance department
 • Media buying
7. The meaning of " Creative Pitch" is
 • Presentation made by an advertising agency to the client.
 • Copy of an advertisement.
 • TV ad Campaign.
 • Budget proposal of advertising company to the client.
8. One of the following is NOT an advertising agency -
 • Ogilvy and Mather
 • Larsen and Toubro
 • Hindustan Thompson Associates
 • Mudra Communication
9. To secure an advertising account, the creative pitch is prepared by
 • Advertiser
 • Ad agency
 • Salesforce
 • Finance head of advertising agency.
10. A piece meal basis of advertising support is provided by
 • B2B Advertising Agency.
 • Mega Agency
 • In-house Agency
 • Modular Agency
11. The in-house advertising agency provide services to
 • Parent company
 • Other manufacturers
 • Government organisations
 • Media houses.
12. One of the following skill is NOT necessary to secure a job in an advertising agency
 • Conceptual creative skill
 • Communication skill
 • Expertise in sports
 • Human relationship management.
13. Conceptual creative skill is required by
 • Art director
 • Visualiser
 • Copywriter
 • All these persons.
14. The famous television social video "Mile Sur Mera Tumhara" was created by
 • Lintas
 • Ogilvy and Mather
 • Hindustan Thompson Associates
 • RK Swamy Associates
15. One of the following is NOT a production house of advertisements, films and serials -
 • Yash Raj Films Studio
 • Balaji Telefilms
 • SRK Productions
 • Adani Power Corporation
16. The task of designing "Product Logo" is carried out by
 • Graphic designer
 • Copy writer
 • Art director
 • Film director
17. In order to be a good Voice-Over artist, the person should
 • be a good singer.
 • be a good orator.
 • have good command over language.
 • be a good listener.
18. One of the following is NOT a social networking site -
 • Tweeter
 • Facebook
 • Adobe
 • LinkedIn
19. The scheduling of advertising production in an advertising agency is looked after by
 • Media department
 • Traffic department
 • Production department
 • Finance department
20. The liaison between the agency and client is

 • Accounts executive.
 • Creative director Ltd.
 • Copywriter.
 • Finance manager.

1. The official recognition given to an advertising agency to conduct business on professional bases is called as
 • Compensation
 • Agmark
 • Accreditation
 • Client relationship
2. One of the following companies is NOT a leading advertiser by media spend. Identify the same -
 • Tata Motors
 • Procter & Gamble
 • Unilever India
 • D-Mart

1. Effect of advertising results in
 • increasing product life cycle.
 • decreasing product life cycle.
 • no effect on product life cycle.
 • killing the product.
2. One of the following sentences is NOT correct. Identify the same.
 • Advertising may lead to higher demand of product.
 • When production increases, cost increases.
 • Higher demand of the products results ultimately in reducing distribution cost of the product.
 • Advertising helps in expanding the market.
3. One of the following types of advertising is deceptive. Identity the same.
 • Product
 • Institutional
 • Surrogate
 • Local
4. Point of purchase advertising helps in
 • Planned purchase.
 • Impulse purchase.
 • Budgeted purchase.
 • Online purchase.
5. Advertising helps the product to increase its value by creating
 • brand image.
 • confusion.
 • competition.
 • price increase.
6. The type of advertising used by Colgate toothpaste is
 • Pro Bono.
 • competitive.
 • primary.
 • institutional.
7. One of the following is not a type of advertising. Identify the same -
 • Propaganda.
 • Poster.
 • Handbill.
 • Television commercial.
8. The most important benefit of advertising to consumer is
 • Building of brand image.
 • Increasing the market share.
 • Maintains standard quality of the brand.
 • Reduces cost of production.
9. False statistics is a form of
 • ethical advertising.
 • unethical advertising.
 • social advertising.
 • technical advertising.
10. The effect of advertising on the society is
 • positive and negative.
 • positive only.
 • negative only.
 • non-existent.
11. Advertising Standards Council of India ensures that the advertisements are
 • colourful.
 • in Hindi only.
 • truthful.
 • attractive.
12. ASCI code is applicable to advertisements on
 • all the media.
 • radio only.
 • newspaper only.
 • television only.
13. Generic advertising is also known as
 • Primary advertising.
 • Secondary advertising.
 • Tertiary advertising.
 • Selective advertising.
14. The goal of ASCI is to ensure confidence in advertising for the benefit of
 • product manufacturer.
 • product distributor.
 • general public.
 • government inspectors.
15. Surrogate advertising is useful for

 • Restricted product.
 • Popular product.
 • Old product under revival.
 • Canalised product.

1. Advertisers should not advertise products during the recession.

 • True.
 • False.
 • Advisable.
 • It doesn't matter.

1. Advertising on social media can be useful to increase the demand of
 • Cosmetics.
 • Food products.
 • Health products.
 • All of these products.
2. Professional advertising is useful for

 • Noodles.
 • Medical equipment.
 • Detergents.
 • Umbrellas.

1. Use of pop music in the advertisement can influence
 • Ladies.
 • Senior citizens.
 • Young generation.
 • Kids.
2. Advertising of special time bound discount scheme helps in
 • improving brand image of the product.
 • temporary increase in demand of the product.
 • increasing revenue for advertising company.
 •  enhancing product life cycle.
3. Meaning of monopoly is
 • having substantial hold of market by single seller for a specific product.
 • having only one product in market advertised by agency.
 • advertising of product range by one agency.
 • None of these.
4. One of the following is NOT a market leader. Identify the same -
 • Colgate Palmolive in toothpaste market.
 • Bata in shoes market.
 • Cadbury in chocolate market.
 • Riso oil in edible oil market.
5. One if the following is not a component of Production cost. Identify the same -
 • Cost of materials.
 • Labour cost.
 • Overhead cost.
 • Distribution cost.
6. Forms of unethical advertising is
 • Exaggeration.
 • Misuse of testimonials.
 • False statistics.
 • All of these.
7. Example of Surrogate advertising is
 • Product brand names sounding similar.
 • Music CDs bearing names of alcoholic drinks.
 • Products advertising unhealthy brand comparisons.
 • Products claims of winning awards.
8. Meaning of "Brand Equity" is
 • Value of market share of the product.
 • Value of Share of the Company marketing the product.
 • Incremental value of brand over and above its physical assets.
 • MRP of the product.
9. Meaning of "Pro Bono" - the Latin Phrase is
 • For the Good of Bones.
 • For the Good of Public.
 • For the Good of Professionals.
 • None of these.
10. Example of "Pro Bono" type of advertising is
 • Advertisement of Hand Sanitizer
 • Advertisement of "Pulse Polio Campaign".
 • Advertisement of Water Purifier.
 • Advertisement of Herbal Soap.
11. Full form of DAVP is
 • Department of Advertising Validation and Permissions.
 • Directorate of Advertising and Visual Publicity.
 • Divisional Authority for Visual Publicity.
 • Department of Advertising and Visual Publicity.
12. Meaning of INS is
 • Indian Newspaper Society.
 • Indian Naval Service.
 • Indian Natural Society.
 • Indian Nomadic Society.
13. ASCI is a
 •  Government of India Organisation.
 •  Government of Maharashtra Organisation.
 •  Voluntary Self-Regulatory Council.
 • FICCI subsidiary organization.
14. The advertisements banned by ASCI include
 • Surrogate advertising of alcoholic drink by famous cricketer.
 • Wrong claim of benefits by a hair oil.
 • Pharmacy claims of trust by more than 3 millions of customers.
 • All of these.
15. The advertising spend is increasing at a faster rate for

 • Print advertising

• Cinema advertising
 • Radio advertising
 • Digital advertising

1. Puppetry is used in
 • Political advertising
 • Magazine advertising
 • Outdoor advertising
 • Rural advertising
2. AIDA stands for
 • Attention - Interest - Desire - Action.✓
 • Attenrion - Invoke - Desire - Action
 • Attention - Interest - Develope - Action
 • Attend - Invite - Diminish - Action
3. To attract attention of customer, the following is used in advertisement -
 • Eye Catching Headline
 • Cartoon
 • Unique layout
 • All of these.
4. To stimulate buying motive and to arouse interest, the advertiser uses
 • Love and affection.
 • Comparison with other product.
 • Celebrity photo.
 • Black and White advertisement.
5. Brand image is
 • Photo of the product.
 • Picture of company logo.
 • Perception of brand in mind of customers.
 • Brand name picture.
6. To promote baby food, the influencer can be -
 • Villager
 • Doctor
 • Children
 •  Celebrity young mother
7. One of the following person is NOT a right choice to advertise Car Model -
 • Leading cricketer.
 • Villain of a serial on television.
 • Formula 1 Champion.
 • Cine actress
8. Having an attractive logo helps in
 • Making the product popular.
 • Brand recognition and recall.
 • Reducing product price.
 • Getting early manufacturing permission from Government.
9. Suzuki Motors enjoy good image and more than 50% share in Indian market because of
 • cheap cost of their cars.
 • it being a Japanese brand.
 • their very good after-sales-service.
 • it was earlier called as Maruti car.
10. In India, Rural Advertising is important because
 • more than 70% people live in villages.
 • it is cheaper.
 • it does not require effort to create attractive advertisement.
 • there is no competition within advertising agencies.
11. Methods of rural advertising include
 • Folk theatre.
 • Puppetry during village melas.
 • Word of mouth publicity.
 • All of these.
12. Purpose of Political advertising is
 • To Attract youngsters.
 • To attract industrialists
 • To influence voters.
 •  To influence public .
13. Advocacy advertising is carried out
 • to launch a new product.
 • to wish a political leader on his birthday.
 • to put forward opinion of advertiser before public.
 • to launch a new customer service.
14. Corporate Image Advertising is also called as
 • brand image advertising.
 • institutional advertising.
 • social advertising.
 • advocacy advertising.
15. Common Green advertising claim is that product is
 • VOC free.
 • Biodegradable.
 • Recyclable.
 • All of these.
16. The purpose of Spyware is to
 • obtain confidential military information.
 • track internet user's frequently visited websites and to send this information to spyware company.
 • monitor children for their usage of internet.
 • None of these.
17. The topmost spender on advertising is
 • FMCG product manufacturers.
 • Automobile industry.
 • E- Commerce.
 • Mobile industry.
18. Tie-up with a global advertising agency by Indian advertising agency results in
 • getting popularity in India.
 • earning huge foreign exchange.
 • its entry in global market.
 • organising visits of its employees to foreign countries.
19. One of the following persons is NOT an Ad Guru -
 • Piyush Pandey.
 • Bharat Dabholkar
 • Pralhad Kakkar
 • Vikram Sarabhai
20. The "Encoder" of advertisement message is
 • Advertiser
 • Customer
 • Media
 • Copy writer
21. The "Decoder " of the advertising message is
 • Product manufacturer.
 • Advertiser.
 • Recipient.
 • Ad agency.
22. The father of image advertising is
 • Rooser Reeves
 • David Ogilvy.
 • E.K. Strong.
 • Warren Buffet
23. Brand crisis for a brand is a
 • Positive event.
 • Negative event.
 • Neutral event.
 • None of these.
24. Advertising helps a brand in crisis by using
 • Government authority.
 • Competitor.
 • Celebrity.
 • None of these.
25. Normally the media used for Institutional advertising is
 • Outdoor advertising.
 • Newspaper.
 • Neon sign.
 • Sky balloon.
26. To manage brand crisis, the company must have -
 • Marketing team.
 • Company image.
 • Good package.
 • Public relation campaign.
27. "Communis" meaning "Common", is a
 • Latin word.
 • Sanskrit word.
 • Spanish word.
 • Germ
28. “Advertising in only evil when it advertises evil things”. This statement was made by
29. Philip Kotler.
30. David Ogilvy.
31. Bill Bernback.
32. John Wanamaker.
33. The company which broke monopoly of washing powders marketed by Hindustan Lever in 1980s is
34. Proctor and Gamble (Arial, Tide).
35. Nirma.
36. Jyothy Laboratories (Henko).
37. None of these.
38. In AIDA model “D” stands for
	1. Creating “Desire” to purchase product.
	2. Undertaking product “Development”.
	3. Generating advertisement “Design”.
	4. “Dominate” the market with aggressive advertising.
39. In India, use of animals in advertisement is
	1. Not permitted.
	2. Permitted with a disclaimer that “No animal was harmed during shooting”.
	3. Permitted without any restriction.
	4. Permitted as a graphics design (artificial computer aided imaging) only.
40. Cost of an advertisement in a newspaper is “LEAST” when it appears on
	1. Classifieds page.
	2. Centre page.
	3. Sports page.
	4. Front page.
41. Mercedes car which uses “Three Pointed Star” as a symbol, signifies
	1. Warm welcome and hospitality.
	2. Arousing the taste buds.
	3. Sign of luxury and pride.
	4. Strength and durability.
42. MOST attractive packaging is expected for one of the following products. Identify the same.
	1. Tur Dal by Tata Sampann.
	2. Dhara Oil.
	3. Lay’s Masala Potato Wafers.
	4. Cycle brand agarbatti.
43. A popular Hindi program in villages, “Wheel Shrimati”, was conducted by
	1. Nirma.
	2. Proctor and Gamble.
	3. Hindustan Unilever.
	4. Jyothi Laboratories.
44. Example of advertising to develop conscious consumer is
	1. Child immunization campaign
	2. Anti-dowry campaign
	3. Jago Grahak Jago campaign
	4. All these examples.
45. One of the following persons is NOT an employee of advertising agency -
	1. Copy writer
	2. Art director
	3. Media planner
	4. Civil engineer
46. Creative advertisement of Fevicol and Vodafone Zoozoo are prepared by
	1. Lintas
	2. Ogilvy and Mather
	3. LR Swami & Co.
	4. Sista Advertising & Publicity.
47. One of the following is NOT a type of advertising agency
	1. Full-service agency
	2. Modular agency
	3. Creative boutiques
	4. Travel agency
48. One of the following skills is NOT necessary to secure a job in an advertising agency
	1. Conceptual creative skill
	2. Communication skill
	3. Expertise in sports
	4. Human relationship management.
49. Conceptual creative skill is required by
	1. Art director
	2. Visualiser
	3. Copywriter
	4. All these persons.
50. The famous television social video "Mile Sur Mera Tumhara" was created by
	1. Lintas
	2. Ogilvy and Mather.
	3. Hindustan Thompson Associates.
	4. RK Swamy Associates.
51. One of the following is NOT a production house of advertisements, films and serials -
	1. Yash Raj Films Studio
	2. Balaji Telefilms
	3. SRK Productions
	4. Adani Power Corporation
52. One of the following sentences is NOT correct. Identify the same.
	1. Advertising may lead to higher demand of product.
	2. When production increases, manufacturing cost increases.
	3. Higher demand of the products results ultimately in reducing distribution cost of the product.
	4. Advertising helps in expanding the market.
53. **“Lux & Lex”** or “**Bata & Bala”** is what type of unethical advertising?
54. False statistics
55. Misrepresentation
56. Misuse of testimonials
57. Exaggeration
58. Decoder is
59. Seller
60. Media
61. Consumer
62. Agency
63. The advertising campaign conducted for social welfare to warn consumers of “Malpractices by Businessmen” is
	1. Pulse Polio campaign.
	2. Anti-dowry campaign.
	3. Campaign against child marriages.
	4. Jago Grahak Jago campaign.
64. The department which is mostly the largest in an advertising agency is
	1. Finance department.
	2. HR department.
	3. Housekeeping department.
	4. Copywriting department.
65. Brand refers to
	1. Product volume in the product pack.
	2. Product usage directions.
	3. Product / company name.
	4. Product MRP.
66. Meaning of “Brand Ambassador” is
	1. Car brand of old Hindustan Motors - “Ambassador”.
	2. A celebrity endorsing the product.
	3. Brand name.
	4. None of these.
67. For of one of the following “Premium Priced Cars”, the advertisement should be creative. Identify the car.
	1. Hyundai Santro.
	2. Tata Nano.
	3. BMW X5.
	4. Maruti Alto.
68. “Bajate Raho” slogan belongs to which Radio Channel?
	1. Red FM 93.5.
	2. All India Radio.
	3. Vividh Bharati.
	4. Radio Mirchi.
69. Green advertising is used to advertise
	1. Cigarettes.
	2. Firecrackers.
	3. Bio-degradable trash bags.
	4. Plastic bags less than 20 microns.
70. Identify a “wrong” statement from the following.

Volatile Organic Compounds (VOCs) are

* 1. Emitted as gas.
	2. Highly recommended for use in industrial products.
	3. Cause smog by contributing to ground level ozone formation.
	4. Have negative effects on health of users.
1. In Promotion of ‘*Jan Dhan Yojana’* media used is
	1. Exhibitions
	2. Trade journals
	3. Sports Magazine
	4. Doordarshan.
2. Rolex - the king of luxury watches - sponsors this event every year -
	1. Oscar awards
	2. Wimbledon tennis championships.
	3. Indian Premier League
	4. Sawai Gandharva Music Festival.
3. The effect of advertising on the society is
	1. Positive and negative.
	2. Positive only.
	3. Negative only.
	4. Non-existent.
4. Advertising Standards Council of India ensures that the advertisements are
	1. Colourful.
	2. In Hindi only.
	3. Truthful.
	4. Attractive.
5. ASCI code is applicable to advertisements on
	1. All the media.
	2. Radio only.
	3. Newspaper only.
	4. Television only.
6. Advertising on social media can be useful to increase the demand of
	1. Cosmetics.
	2. Food products.
	3. Health products.
	4. All of these products.
7. Professional advertising is useful for
	1. Noodles
	2. Medical equipment
	3. Detergents
	4. Umbrella
8. Use of pop music in the advertisement can influence
	1. Ladies
	2. Senior citizens
	3. Young generation
	4. Kids

1. Meaning of "Pro Bono" - the Latin Phrase is
	1. For the Good of Bones.
	2. For the Good of Public.
	3. For the Good of Professionals.
	4. None of these.
2. Example of "Pro Bono" type of advertising is
	1. Advertisement of Hand Sanitizer.
	2. Advertisement of "Pulse Polio Campaign".
	3. Advertisement of Water Purifier.
	4. Advertisement of Herbal Soap.
3. To promote baby food, the best influencer can be
	1. Villager
	2. Doctor
	3. Children
	4. Celebrity young mother.
4. One of the following persons is NOT a right choice to advertise Car Model
	1. Leading cricketer.
	2. Villain of a serial on television.
	3. Formula 1 Champion.
	4. Cine actress
5. Having an attractive logo helps in
	1. Making the product popular.
	2. Brand recognition and recall.
	3. Reducing product price.
	4. Getting early manufacturing permission from Government.
6. To deal with brand crisis firms must set up
7. Product Management Team
8. Media Management Team
9. Crisis Management Team
10. Marketing management Team
11. Rural advertisers place emphasis on
12. Hindi language
13. Local language
14. Regional language
15. Local & regional language
16. Green advertising is undertaken to make people aware of the benefits of
17. Health product
18. Good quality product
19. Eco-friendly product
20. Low priced product
21. Meaning of “3D” in 3D Animation is
	1. 3rd degree.
	2. 3 dimensional.
	3. 3 times digitalised.
	4. None of these.
22. A Voice-Over artist has great career prospects as a
	1. Copy writer.
	2. Layout designer.
	3. HR manager.
	4. Radio jockey.
23. Gold Lion Awards for Advertisements are given at
	1. Filmfare awards.
	2. Oscar awards.
	3. Cannes Festival.
	4. None of these.
24. Most appropriate magazine in which Raymond Suiting would be advertised is
	1. Business Today.
	2. Cine blitz.
	3. Femina.
	4. Readers Digest.
25. The most appropriate sports person to advertise badminton racquet would be
	1. Roger Federer.
	2. PV Sindhu.
	3. Diego Maradona.
	4. Steve Smith.
26. If the product is a luxury one and if a premium brand image is to be projected, then the advertiser would focus on buying motive of
	1. Need based.
	2. Pride and Possession.
	3. Love and affection.
	4. Jealousy.
27. Puppetry is used in
	1. Political advertising
	2. Magazine advertising
	3. Outdoor advertising
	4. Rural advertising
28. Methods of rural advertising include
	1. Folk theatre.
	2. Puppetry during village melas.
	3. Word of mouth publicity.
	4. All of these.
29. Purpose of Political advertising is
	1. To Attract youngsters.
	2. To attract industrialists.
	3. To influence voters.
	4. To influence public.
30. Suzuki Motors enjoy good image and more than 50% share in Indian market because of
	1. cheap cost of their cars.
	2. it being a Japanese brand.
	3. their exceptionally good after-sales-service.
	4. it was earlier called as Maruti car.
31. In India, Rural Advertising is important because
	1. more than 70% people live in villages.
	2. it is cheaper.
	3. it does not require effort to create attractive advertisement.
	4. there is no competition within advertising agencies.
32. ZEE 5 App is the example of
33. Convergence of media
34. Interactivity
35. Audience Tracking
36. None of these.
37. Pudhari', 'Gujrati Samachar' are what type of newspapers ? \*
38. Regional newspapers
39. National newspapers
40. Newspaper supplements
41. None of these.
42. The first TV advertisement in India was of \*
	1. Gwalior suiting.
	2. Reymond suiting.
	3. Mafatlal fabrics.
	4. Vimal Suiting.
43. Radio advertising creation requires \*

a. 5 days

b. 2 to 3 weeks

c. 3 months

d. 6 months.

1. Generally, duration of television advertisement is
	1. 30-40 seconds.
	2. 2 minutes.
	3. 5 minutes.
	4. 10 minutes.
2. TRP means
	1. Television Reaching Point.
	2. Television Rating Point.
	3. Television Research Plan.
	4. Television Remodelling Plan.
3. It is very difficult to measure response of the audience in

a. TV advertising

b. Outdoor advertising

c. Newspaper advertising

d. Radio advertising.

1. Point of purchase advertising is done at \*

a. Railway stations

b. Supermarkets

c. Cinema halls

d. Sport grounds.

1. Advertisement campaign means
	1. One insertion in a newspaper.
	2. Two insertions in a newspaper.
	3. Five insertions in a newspaper.
	4. Series of insertions in a newspaper.
2. To create brand awareness is
	1. Sales objective.
	2. Communication objective.
	3. Product distribution objective.
	4. TRP objective.
3. The Times of India is a
	1. Media vehicle.
	2. Media choice.
	3. Media plan.
	4. Media type.
4. The sponsor of recent IPL 2020 was
	1. Fantasy11.
	2. Nightmare11.
	3. Dream11
	4. Daydreaming11