

Advertising is a _____ form of communication	personal	reasonable	free	paid
Advertisement is the _____ product of advertising campaign	latter	first	end	ultimate
Source is the _____ variable in communication process	dependent	independent	immediate	latent
Comparison is an example of _____	rational	moral	fear	emotional
Fevicol advertisement is an example of _____ appeal	fantasy	lifestyle	animation	humour
Vehicles of communications is also called _____	channels	category	chapter	connectors
The dependable variable of Receiver in the communication process is _____	comparison	connection	comprehension	conviction
The soap brand endorsed by filmstars is _____	margo	dove	rexona	lux
In -House Journal is an example of _____ media	electronic	transit	print	aerial
When the source credibility is lost due to passage of time it is _____	sleeper effect	snooze effect	slow effect	saturation effect
Deo, dandruff and toothpaste ads are examples of _____	slice of death	lifestyle	slice of life	fantasy
Discounts is a example of _____ sales promotion	Trade	Consumer	Salesforce	Public
When the strong arguments are presented in the beginning of the advertisement it is called _____	recency	climax	anti climax	refutational
Copywriting is the act of writing text for _____	advertising	marketing	selling	promoting
Attitude has _____ components _____ is about persuasion	four	three	two	none
_____ provides continuity to the ads in a campaign	purchasing	marketing	advertising	buying
_____ shows placement of copy elements in a print ad	slogan	blurbs	bodycopy	seal
_____ shows placement of copy elements in a print ad	logo	bodycopy	layout	blurb
Role of advertising is to inform, persuade and _____	repeat	reinforce	resist	recall
Advertising is used as a competitive weapon by the _____	government	society	consumer	advertisers
Using remote control to avoid commercials is _____	zapping	zipping	pulsing	supporting
IMC helps in _____ building effort	product	cost	relationship	competition
Intermittent period of advertising is called _____	pulsing	continuity	partial	flighting
_____ today has become an important communication vehicle	process	procedure	packaging	premium
_____ agencies are owned by the	full service	creative	interactive	in-house

advertisers themselves				
Public Relations is an important tool of _____	TOM	WOM	IMC	RDBMS
Display and slot allowance is an example of _____ sales promotion	producer	consumer	trade	sales
Decoding is an important component of _____	source	receiver	media	product
A small booth used to display products and services is called _____	kiosk	stand	desk	poster
Dettol is an example of _____ positioning	what am I	why me	for whom	who am I
Marketing Mix term was coined by _____	W J Stanton	R J Stanton	W J Stanley	W J Stuart
AIDA stands for _____, Interest, Desire and Action	aptitude	attitude	attention	awareness
_____ is the soul of advertising	selling	budgeting	sponsor	creativity
The Slogan of Amul is _____ butterly delicious	uniquely	ultimately	utterly	unitedly
The advertising strategy must be built into the _____	campaign	concept	content	cost
IMC stands for Integrated _____ Communications	Media	Message	Marketing	Market
"Who" in the advertising campaign stands for _____	Competition	Target Audience	Salesforce	Product
The creative process is also called _____	Copying	Contest	Visualisation	Artistry
Positioning helps the advertisement to break from the _____	clutter	crowd	consumers	contact
The right side of your brain is _____	rational	emotional	irrational	erratic
A important quality of a creative person is that he should be _____	optimistic	outdated	original	oppressed
A copy should contain concise precise _____	information	data	knowledge	elements
When you have two versions of the same advertisement it is called _____	sample run tests	small run tests	split run test	simple run tests
_____ has the ability to create any kind of mood	size	sound	sight	style
Limited offer, Hurry is an example of _____ headline	selective	boast	advice	command
Subhead may appear in the form of italics or _____	boldface	scarface	bestface	sameface
BDI stands for _____ development index	base	behaviour	brand	business
_____ contains the main sales	seal	slogan	layout	bodycopy

story				
_____clarify the claims made in the advertisements	logos	visual elements	seal	blurbs
Layout preparation starts with _____	dummy layout	raw layout	rough layout	thumb nail
Advertising has an identified _____	scheme	system	sponsor	statement
A famous sportsman is an example of _____	message	medium	source	receiver
Decoding is an important component of _____	report	receiver	result	receipt
Testimonial advertising is an example of _____ appeal	rational	moral	fear	emotional
Fevicol advertisement is an example of _____ appeal	fantasy	lifestyle	animation	humour
Fantasy appeal is a part of _____ appeal	emotional	rational	normal	moral
Cartoons used to convey communication message is _____ appeal	rational	moral	animation	Lifestyle
The dependent variable of message is _____	attention	comprehension	retaining	yielding
Cinema is an example of _____ media	print	transit	electronic	aerial
Advertising messages are controlled by _____	advertiser	market	buyer	competition
IMC stands for _____ Marketing Communications	inner	internal	integrated	interested
Rebates and Refund is an example of _____ Sales Promotion	Trade	Consumer	Salesforce	Public
Cognitive is one of the component of _____ formation	opinion	belief	attitude	thought
One of the benefits of advertising for manufacturer is _____	stabilizing demand	impulse purchase	prepares budget	societal values
Parle G is the world's largest selling _____	bread	biscuit	noodles	soup
One or more secondary heads are called _____	tagline	blurbs	subheads	logo
Slogan helps in _____ statement	positioning	perfect	purpose	permanent
_____shows placement of copy elements in a print ad	logo	bodycopy	layout	blurb
When advertising creates demand for specific brand it is called _____ demand	primary	secondary	selective	direct
Mid-day is an example of media _____	class	subclass	group	vehicle
Using remote control to avoid commercials is _____	zapping	zipping	pulsing	supporting
BDI stands for brand _____	department	development	demand	decision

_____ index				
Intermittent period of advertising is called _____	pulsing	continuity	partial	flighting
Advertising tends to develop monopolies is an _____ issue	ethical	moral	economical	societal
In-house agencies are owned by the _____ themselves	government	media	consumer	advertisers
Advertising is a part of _____	place	price	product	promotion
USP stands for Unique Selling _____	place	part	point	parity
One of the Ms of advertising is _____	motive	message	merchandise	market
An example of rational appeal is _____	demonstration	fantasy	humour	fear
Advertising promotes exaggeration/puffery is a _____ issue	rational	economic	normal	ethical
_____ is an integration of all marketing communication tools	IMC	TOM	WOM	DBMS
Free goods is an example of _____ sales promotion	sales force	consumer	trade	buyer
Today _____ has become an important communication tool	premium	procedure	process	packaging
Magazine is an example of _____ media	electronic	transit	print	aerial
A small booth which displays products and services of an organisation is _____	kiosk	table	desk	poster
W J Stanton coined the word _____ Mix	Portfolio	Competition	Marketing	Corporate
Positioning by Price Quality equation is _____	for Whom am I	What am I	Why me	Who am I
P.O.P stands for Point of _____	picture	party	parity	process
Creativity is the soul of _____	advertising	marketing	buying	selling
_____ brief is often called the copy platform	capture	creative	client	customer
A creative brief should have a _____ statement	other	original	objective	overt
A _____ person must possess a rich fantasy life	creative	media	finance	accounts
In a creative process allowing ideas to germinate is _____	analysis	orientation	incubation	verification
_____ is called the universal language	speech	music	sight	style
In a print ad, _____ is in the leading position	slogan	seal	layout	headline
When subhead is above the headline it is called _____	kicker	blurbs	seal	italics
_____ is awarded when the product meets the standards established	slogan	blurb	Seal	subhead

_____ convinces the reader about the copy claims	logo	kicker	signature	visual elements
The measure of number of target audience members exposed to atleast one media vehicle is in a advertiding cycle is _____	frequency	impact	reach	projective
_____ department works on planning and buying the media	client service	art	creative	media
Advertising is _____ communication	personal	impersonal	internal	inner
Sharukh khan is an example of _____ endorser	company	client	celebrity	creative
Encoding is an important component of _____	medium	message	merchandise	money
Straight sell is an example of _____ appeal	rational	moral	fear	emotional
Advertising campaign is a time consuming _____	promotion	position	product	process
_____ responds to the message	receiver	client	source	buyer
AIDA stands for _____, Interest, Desire and Action	aptitude	attitude	attention	awareness
The dependable variable of medium is _____	motivation	attention	yielding	presentation
House Journals is an example of _____ media	electronic	transit	print	aerial
The brand Lux is endorsed by _____	filmstars	common man	model	sportsmen
Sleeper effect is the effect of _____ on source credibility	clutter	cost	time	change
Exchange offer is an example of _____ Sales Promotion	Trade	Consumer	Salesforce	Public
_____ is an important aspect of message comprehension	thinking	decoding	encoding	feeling
Fantasy and lifestyle are examples of _____ appeal	emotional	rational	moral	surrogate
The main text in a print advertisement is called _____	subhead	body copy	blurb	slogan
The advertisements shown first is the _____ effect	climax	recency	primacy	moral
_____ helps in the positioning statement	slogan	blurbs	bodycopy	seal
"Why "of the advertising campaign refers to _____	strategy	time	objective	media
_____ has the ability to create any kind of mood	size	sound	sight	style
Hindustan times is an example of media _____	class	subclass	group	vehicle
Using remote control to avoid commercials is _____	zapping	zipping	pulsing	supporting
BDI stands for brand development	intent	idea	index	impact

_____				
Intermittent period of advertising is called _____	pulsing	continuity	partial	flighting
_____ has three components	opinion	belief	attitude	value
_____ is not neutral and not unbiased	buying	marketing	selling	advertising
Advertising helps the _____ in stimulating the demand for the products	society	consumers	retailers	manufacturer
USP stands for _____ Selling Point	universal	unit	unique	ultimate
Advertising makes the selling process easier for the _____	competition	salesperson	retailers	society
_____ is the world's largest selling biscuit brand	Parle G	Britannia	Monaco	Sunfeast
The Slogan "utterly butterly delicious" _____	Heinz	Britannia	Aarey	Amul
Advertising can be classified on the basis of _____	target audience	competition	cost	strategy
Visualisation is the _____ process	attention	ideation	latest	awareness
_____ can bring about a change in the society	selling	competition	marketing	advertising
Advertising increases the cost of goods is an _____ issue	social	moral	economic	ethical
Advertisements are often vulgar and indecent is a _____ issue	ethical	economic	social	normal
_____ creates awareness at different levels by using a multiple approach	TOM	WOM	IMC	RDBMS
Quantity discount is an example of _____ Sales Promotion	Trade	Consumer	Salesforce	Public
Eureka forbes is the best example of _____	publicity	personal selling	public relations	sponsorship
_____ is the act of writing text for advertising	copywriting	creativity	ideation	preparation
W J Stanton coined the word marketing _____	message	mix	concept	system
One or more secondary heads are called _____	tagline	blurbs	subheads	logo
Slogan provides _____ to the ads in a campaign	continuity	change	caption	content
_____ shows placement of copy elements in a print ad	logo	bodycopy	layout	blurb
"Why me" is positioning by _____	category	competition	usage	benefit related
POD stands for point of _____	demand	decision	depth	difference
Using remote control to avoid commercials is _____	zapping	zipping	pulsing	supporting
CDI stands for	consumer	cost	category	competition

_____development index				
Flighting is _____period of advertising	latest	latent	internal	intermittent
The seven step creative process was by _____ Osborn	Albert	Allan	Alex	Adel
_____ is the birth of a great idea	synthesis	incubation	analysis	illumination