

National Testing Agency

Question Paper Name :	Introduction to Advertising 29th Sep 2020 Shift 1
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Introduction to Advertising

Group Number :	1
Group Id :	89951494
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Introduction to Advertising

Section Id :	899514112
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	100
Number of Questions to be attempted :	100

Section Marks : 100
Mark As Answered Required? : Yes
Sub-Section Number : 1
Sub-Section Id : 899514144
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 8995148407 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Marketing is

1. Selling
2. Fulfilling customers want
3. Persuasion
4. Promotion

Options :

89951433258. 1
89951433259. 2
89951433260. 3
89951433261. 4

Question Number : 2 Question Id : 8995148408 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Marketing mix does not include

1. Product
2. Promotion
3. Consumers
4. Place

Options :

89951433262. 1
89951433263. 2
89951433264. 3
89951433265. 4

Question Number : 3 Question Id : 8995148409 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Promotion does not include

1. Public relation
2. Direction marketing
3. Price
4. None of the option

Options :

89951433266. 1
89951433267. 2
89951433268. 3
89951433269. 4

Question Number : 4 Question Id : 8995148410 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Advertising has an

1. Identified sponsor
2. Non identified sponsor
3. Identified and non-identified sponsor both
4. None of the option

Options :

89951433270. 1
89951433271. 2
89951433272. 3
89951433273. 4

Question Number : 5 Question Id : 8995148411 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

In advertising we can use

1. Face to face communication
2. Direct presentation
3. Mediated communication
4. None of the option

Options :

89951433274. 1
89951433275. 2
89951433276. 3
89951433277. 4

Question Number : 6 Question Id : 8995148412 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Informative advertising is mostly used in

1. In the introductory stage
2. In the maturity stage
3. In the declining stage
4. None of the option

Options :

89951433278. 1
89951433279. 2
89951433280. 3
89951433281. 4

Question Number : 7 Question Id : 8995148413 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Making it clear that how a particular brand is better than competitors is

1. Reminding
2. Persuasion
3. Reinforcing
4. None of the option

Options :

89951433282. 1

89951433283. 2

89951433284. 3

89951433285. 4

Question Number : 8 Question Id : 8995148414 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In the reinforcement goal of advertising

1. The message to the current consumer is communicated saying that they have spent their money well
2. The new product is introduced
3. The superiority of the product is established
4. None of the option

Options :

89951433286. 1

89951433287. 2

89951433288. 3

89951433289. 4

Question Number : 9 Question Id : 8995148415 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The identity of the institution is established by

1. Trade advertising
2. Brand advertising
3. Institutional advertising
4. None of the option

Options :

89951433290. 1

89951433291. 2

89951433292. 3

89951433293. 4

Question Number : 10 Question Id : 8995148416 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Professional advertising aims to

1. Persuade the retailers
2. Raise the fund for social cause
3. Personalised form
4. None of the option

Options :

89951433294. 1

89951433295. 2

89951433296. 3

89951433297. 4

Question Number : 11 Question Id : 8995148417 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

To persuade the consumers for or against an issue by taking a stand is the goal of

1. Industrial advertising
2. Advocacy advertising
3. Direct marketing
4. None of the option

Options :

89951433298. 1

89951433299. 2

89951433300. 3

89951433301. 4

Question Number : 12 Question Id : 8995148418 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Trade and professional advertising are :

1. Different
2. Same
3. Complementary to each other
4. None of the option

Options :

89951433302. 1

89951433303. 2

89951433304. 3

89951433305. 4

Question Number : 13 Question Id : 8995148419 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Personalised form of advertising is:

1. Direct marketing
2. Selective demand marketing
3. Advocacy advertising
4. None of the option

Options :

89951433306. 1

89951433307. 2

89951433308. 3

89951433309. 4

Question Number : 14 Question Id : 8995148420 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Products or services are not sold in

1. Direct marketing
2. Business to business advertising
3. Public service advertising
4. None of the option

Options :

- 89951433310. 1
- 89951433311. 2
- 89951433312. 3
- 89951433313. 4

Question Number : 15 Question Id : 8995148421 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Advertising is

- 1. A business and profession only
- 2. A form of communication only
- 3. Both A & B
- 4. None of the option

Options :

- 89951433314. 1
- 89951433315. 2
- 89951433316. 3
- 89951433317. 4

Question Number : 16 Question Id : 8995148422 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The first news book 'The Weekly News' was printed in

- 1. 1625
- 2. 1725
- 3. 1825
- 4. 1925

Options :

- 89951433318. 1
- 89951433319. 2
- 89951433320. 3
- 89951433321. 4

Question Number : 17 Question Id : 8995148423 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

The telephone and electricity were invented in

1. 1870s
2. 1880s
3. 1890s
4. 1860s

Options :

89951433322. 1
89951433323. 2
89951433324. 3
89951433325. 4

Question Number : 18 Question Id : 8995148424 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

The LADIES HOME JOURNAL was founded in

1. 1883
2. 1884
3. 1885
4. 1886

Options :

89951433326. 1
89951433327. 2
89951433328. 3
89951433329. 4

Question Number : 19 Question Id : 8995148425 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

The first advertisements in India were printed in

1. Hindustan
2. Times of India
3. Bengal gazette
4. None of the option

Options :

89951433330. 1

89951433331. 2

89951433332. 3

89951433333. 4

Question Number : 20 Question Id : 8995148426 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Wayland Ayer began his agency in

1. 1869
2. 1870
3. 1871
4. 1872

Options :

89951433334. 1

89951433335. 2

89951433336. 3

89951433337. 4

Question Number : 21 Question Id : 8995148427 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Dattaram & Co. was setup in

1. 1900
2. 1901
3. 1905
4. 1906

Options :

89951433338. 1

89951433339. 2

89951433340. 3

89951433341. 4

Question Number : 22 Question Id : 8995148428 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The first radio broadcast was done in

1. 1922
2. 1923
3. 1924
4. 1925

Options :

89951433342. 1

89951433343. 2

89951433344. 3

89951433345. 4

Question Number : 23 Question Id : 8995148429 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The first radio ad was broadcast in :

1. 1922
2. 1923
3. 1924
4. 1925

Options :

89951433346. 1
89951433347. 2
89951433348. 3
89951433349. 4

Question Number : 24 Question Id : 8995148430 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The CONSUMER REPORTS was published for the first time in

1. 1926
2. 1936
3. 1946
4. 1945

Options :

89951433350. 1
89951433351. 2
89951433352. 3
89951433353. 4

Question Number : 25 Question Id : 8995148431 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

SISTA ADVERTISING AND PUBLICITY was an

1. Indian advertising agency
2. American advertising agency
3. British advertising agency
4. None of the Options

Options :

89951433354. 1
89951433355. 2
89951433356. 3
89951433357. 4

Question Number : 26 Question Id : 8995148432 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Advertising council worked

1. After the end of world war II
2. During the world war II
3. Before the world war II
4. None of the Options

Options :

89951433358. 1
89951433359. 2
89951433360. 3
89951433361. 4

Question Number : 27 Question Id : 8995148433 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The Advertising Club Bombay came into existence in

1. 1944
2. 1954
3. 1966
4. None of the Options

Options :

89951433362. 1
89951433363. 2
89951433364. 3
89951433365. 4

Question Number : 28 Question Id : 8995148434 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In 1964, the campaign TANDRUSTI KI RAKSHA promoted the brand

1. Lux
2. Close up
3. Lifebuoy
4. Dove

Options :

89951433366. 1
89951433367. 2
89951433368. 3
89951433369. 4

Question Number : 29 Question Id : 8995148435 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

PALMOLIVE DA JAWAB NAHI was endorsed by

1. Sachin Tendulkar
2. Kapil Dev
3. Sunil Gawaskar
4. K. Shrivkant

Options :

89951433370. 1
89951433371. 2
89951433372. 3
89951433373. 4

**Question Number : 30 Question Id : 8995148436 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

In 1975 the full minute long commercials were

1. 6%
2. 6.5%
3. 6.75%
4. 8%

Options :

89951433374. 1
89951433375. 2
89951433376. 3
89951433377. 4

**Question Number : 31 Question Id : 8995148437 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

The slogan, "MADE FOR EACH OTHER" was related with

1. Bush radio
2. Raymond Suiting
3. Wills cigarettes
4. De Beers

Options :

89951433378. 1
89951433379. 2
89951433380. 3
89951433381. 4

Question Number : 32 Question Id : 8995148438 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is not one of the 4Ps of Marketing?

1. Product
2. Price
3. Procurement
4. Promotion

Options :

89951433382. 1
89951433383. 2
89951433384. 3
89951433385. 4

Question Number : 33 Question Id : 8995148439 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Advertising message are usually paid for by a

1. Media organisation
2. Sponsors
3. Consumers
4. None of the Options

Options :

89951433386. 1
89951433387. 2
89951433388. 3
89951433389. 4

**Question Number : 34 Question Id : 8995148440 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

To build image of the company, the form of advertising to be adapted is called

1. Ideological advertising
2. Product advertising
3. Institutional advertising
4. None of the Options

Options :

89951433390. 1
89951433391. 2
89951433392. 3
89951433393. 4

**Question Number : 35 Question Id : 8995148441 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

The ultimate purpose of any marketing communication is

1. To gauge the attitude of the consumers towards the product
2. To shape the attitude of the people
3. To communicate information.
4. None of the Options

Options :

89951433394. 1

89951433395. 2

89951433396. 3

89951433397. 4

Question Number : 36 Question Id : 8995148442 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is not the process of purchase decision?

1. Problem recognition
2. Information search
3. Selection of product.
4. None of the Options

Options :

89951433398. 1

89951433399. 2

89951433400. 3

89951433401. 4

Question Number : 37 Question Id : 8995148443 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A want is

1. A basic need.
2. A felt need for a specific object.
3. An unsatisfied need.
4. None of the Options

Options :

89951433402. 1
89951433403. 2
89951433404. 3
89951433405. 4

Question Number : 38 Question Id : 8995148444 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In implementing the purchase decision the consumers are required to decide

1. When and where to buy
2. How much to buy
3. Option a and b both
4. None of the Options

Options :

89951433406. 1
89951433407. 2
89951433408. 3
89951433409. 4

Question Number : 39 Question Id : 8995148445 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Advertising communicates the consumers about

1. New product and prices of the new product
2. New developments and researches
3. All of the above
4. None of the Options

Options :

89951433410. 1

89951433411. 2

89951433412. 3

89951433413. 4

Question Number : 40 Question Id : 8995148446 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Advertising promotes consumer welfare by encouraging

1. Competition
2. Product promotion
3. to buy the products
4. None of the Options

Options :

89951433414. 1

89951433415. 2

89951433416. 3

89951433417. 4

Question Number : 41 Question Id : 8995148447 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

China prohibited foreigners from advertising in the year

1. 1940
2. 1950
3. 1960
4. 1970

Options :

89951433418. 1
89951433419. 2
89951433420. 3
89951433421. 4

Question Number : 42 Question Id : 8995148448 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

An effective advertisement

1. Entertain the audience
2. Attracts customers and helps business to generate money
3. Direct marketing
4. None of the Options

Options :

89951433422. 1
89951433423. 2
89951433424. 3
89951433425. 4

Question Number : 43 Question Id : 8995148449 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Monitoring consumer feedback is important task of

1. Marketing Research function
2. Account Planning function
3. Creative function
4. None of the Options

Options :

89951433426. 1

89951433427. 2

89951433428. 3

89951433429. 4

Question Number : 44 Question Id : 8995148450 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The biggest advantage of *a la carte* agency is that it is

1. Flexible
2. Economic
3. Highly efficient
4. More Creative

Options :

89951433430. 1

89951433431. 2

89951433432. 3

89951433433. 4

Question Number : 45 Question Id : 8995148451 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In retail advertising only

1. Product is advertised
2. Relationship with consumers is maintained
3. Complete retails environment is communicated
4. None of the Options

Options :

89951433434. 1

89951433435. 2

89951433436. 3

89951433437. 4

Question Number : 46 Question Id : 8995148452 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The advertising profession offers career option for

1. Executive and strategic managers
2. Creative persons
3. Option 1 and 2 both
4. None of the Options

Options :

89951433438. 1

89951433439. 2

89951433440. 3

89951433441. 4

Question Number : 47 Question Id : 8995148453 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The INCREDIBLE INDIA advertising campaign was launched by

1. Information and broadcasting ministry
2. Ministry of Tourism
3. Ministry of Defence
4. None of the Options

Options :

89951433442. 1
89951433443. 2
89951433444. 3
89951433445. 4

Question Number : 48 Question Id : 8995148454 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

As a result of INCREDIBLE INDIA campaign in 2006 the increase in tourist traffic achieved is

1. 10%
2. 15%
3. 20%
4. 22%

Options :

89951433446. 1
89951433447. 2
89951433448. 3
89951433449. 4

Question Number : 49 Question Id : 8995148455 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The correlation between advertising expenditures and a country's GDP is

1. Positive
2. Negative
3. Zero
4. None of the options

Options :

89951433450. 1

89951433451. 2

89951433452. 3

89951433453. 4

Question Number : 50 Question Id : 8995148456 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Advertising has become today.

1. Wastage
2. An investment
3. A capital
4. None of the Options

Options :

89951433454. 1

89951433455. 2

89951433456. 3

89951433457. 4

Question Number : 51 Question Id : 8995148457 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The creative department of the advertising organization is responsible for

1. Producing the advertisements
2. Buying Media
3. Client Servicing
4. None of the options

Options :

89951433458. 1

89951433459. 2

89951433460. 3

89951433461. 4

Question Number : 52 Question Id : 8995148458 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

“Wear Helmet “ an advertising message was communicated by

1. Delhi police
2. Mumbai police
3. M.P police
4. U.P. Police

Options :

89951433462. 1

89951433463. 2

89951433464. 3

89951433465. 4

Question Number : 53 Question Id : 8995148459 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following does not belong to 4Ps of Marketing?

1. Promotion
2. Price
3. Positioning
4. None of the options

Options :

89951433466. 1

89951433467. 2

89951433468. 3

89951433469. 4

Question Number : 54 Question Id : 8995148460 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is intangible product?

1. Books
2. Sweets
3. Education
4. Noodles

Options :

89951433470. 1

89951433471. 2

89951433472. 3

89951433473. 4

Question Number : 55 Question Id : 8995148461 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The first level of the product is the core benefits that indicate.....

1. Fundamental service
2. Extended service
3. Warranty
4. None of the Option

Options :

89951433474. 1

89951433475. 2

89951433476. 3

89951433477. 4

Question Number : 56 Question Id : 8995148462 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

..... goods have a limited shelf life.

1. Convenience goods
2. Perishable goods
3. White goods
4. None of the Option

Options :

89951433478. 1

89951433479. 2

89951433480. 3

89951433481. 4

Question Number : 57 Question Id : 8995148463 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

FMCG (Fast Moving Consumer Goods) have.....

1. High Price and Limited Turnover
2. Low price and limited turnover
3. High turnover and low price
4. None of the Option

Options :

89951433482. 1
89951433483. 2
89951433484. 3
89951433485. 4

**Question Number : 58 Question Id : 8995148464 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

White goods are common Goods

1. Mechanical
2. Electrical
3. Biological
4. None of the Option

Options :

89951433486. 1
89951433487. 2
89951433488. 3
89951433489. 4

**Question Number : 59 Question Id : 8995148465 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Durable goods are also known as

1. Hard goods
2. Cool goods
3. Generic goods
4. None of the Option

Options :

89951433490. 1

89951433491. 2

89951433492. 3

89951433493. 4

Question Number : 60 Question Id : 8995148466 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

..... cannot be touched, tasted, smell, seen, or heard.

1. Goods
2. Services
3. Object
4. None of the Option

Options :

89951433494. 1

89951433495. 2

89951433496. 3

89951433497. 4

Question Number : 61 Question Id : 8995148467 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The basic criterion for differentiating goods and services is.....

1. Perishable
2. Tangibility
3. Both a & b
4. None of the Option

Options :

89951433498. 1
89951433499. 2
89951433500. 3
89951433501. 4

**Question Number : 62 Question Id : 8995148468 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Which Marketing perspective deals with practice of creating and fulfilling dreams?

1. Strategy
2. Process
3. Art
4. None of the Option

Options :

89951433502. 1
89951433503. 2
89951433504. 3
89951433505. 4

**Question Number : 63 Question Id : 8995148469 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

What is a customer-centric process?

1. Marketing
2. Distribution
3. Advertising
4. Printing

Options :

89951433506. 1
89951433507. 2
89951433508. 3
89951433509. 4

Question Number : 64 Question Id : 8995148470 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What creates zones of comfort, pleasure and delight for the customers?

1. Customer satisfaction
2. Consumer value
3. Marketing Philosophy
4. None of the Options

Options :

89951433510. 1
89951433511. 2
89951433512. 3
89951433513. 4

Question Number : 65 Question Id : 8995148471 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Evolution of marketing was based on ?

1. Advertising and Marketing
2. Retailing and Distribution
3. Marketing and selling
4. None of the Options

Options :

- 89951433514. 1
- 89951433515. 2
- 89951433516. 3
- 89951433517. 4

Question Number : 66 Question Id : 8995148472 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In-House Agencies are as good as the _____?

- 1. Broadcast agencies
- 2. Short service agencies
- 3. Full service agencies.
- 4. None of the Options

Options :

- 89951433518. 1
- 89951433519. 2
- 89951433520. 3
- 89951433521. 4

Question Number : 67 Question Id : 8995148473 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What lead to poor marketing performance?

- 1. Low cost
- 2. Low value
- 3. Low product
- 4. High Value

Options :

- 89951433522. 1
- 89951433523. 2
- 89951433524. 3
- 89951433525. 4

Question Number : 68 Question Id : 8995148474 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In which concept, there is a problem of Marketing Myopia?

1. Manufacturing concept
2. Holistic concept
3. Product concept
4. None of the options

Options :

89951433526. 1
89951433527. 2
89951433528. 3
89951433529. 4

Question Number : 69 Question Id : 8995148475 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In product myopia what do we ignore?

1. Product
2. Customer
3. Seller
4. None of the options

Options :

89951433530. 1
89951433531. 2
89951433532. 3
89951433533. 4

Question Number : 70 Question Id : 8995148476 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Brand equity comes under which marketing objective?

1. Qualitative
2. Productivity
3. Quantitative
4. None of the Options

Options :

89951433534. 1
89951433535. 2
89951433536. 3
89951433537. 4

**Question Number : 71 Question Id : 8995148477 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

What do we do in marketing on the basis of "Points of Parity"?

1. Positioning
2. Segmentation
3. Targeting
4. None of the Options

Options :

89951433538. 1
89951433539. 2
89951433540. 3
89951433541. 4

**Question Number : 72 Question Id : 8995148478 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Performance marketing refers to what kind of returns are we getting out of _____?

1. Advertising expenses
2. Distribution expenses
3. Marketing expenses
4. Packaging expenses

Options :

- 89951433542. 1
- 89951433543. 2
- 89951433544. 3
- 89951433545. 4

Question Number : 73 Question Id : 8995148479 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is the example of Context Specific Applications?

- 1. On-line marketing
- 2. Rural marketing
- 3. Both a and b
- 4. None of the Options

Options :

- 89951433546. 1
- 89951433547. 2
- 89951433548. 3
- 89951433549. 4

Question Number : 74 Question Id : 8995148480 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is the act of creating homogeneous groups of customers?

- 1. Positioning
- 2. Segmentation
- 3. Targeting
- 4. None of the Options

Options :

- 89951433550. 1
- 89951433551. 2
- 89951433552. 3
- 89951433553. 4

Question Number : 75 Question Id : 8995148481 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Gaining competitive advantage through speedy or careful delivery is an example of which type of differentiation?

1. Product
2. Services
3. Personnel
4. Image

Options :

89951433554. 1
89951433555. 2
89951433556. 3
89951433557. 4

Question Number : 76 Question Id : 8995148482 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Marketing communication seeks

1. Only cognitive response
2. Only affective response
3. All cognitive, affective & psycho-motor response
4. None of the Options

Options :

89951433558. 1
89951433559. 2
89951433560. 3
89951433561. 4

Question Number : 77 Question Id : 8995148483 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Advertising is

1. Paid form
2. Non paid form
3. Both paid and non-paid forms
4. None of the Options

Options :

89951433562. 1

89951433563. 2

89951433564. 3

89951433565. 4

Question Number : 78 Question Id : 8995148484 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Consumer sales promotion is directed towards

1. End users of the product
2. Retailers
3. Wholesalers
4. Mediators

Options :

89951433566. 1

89951433567. 2

89951433568. 3

89951433569. 4

Question Number : 79 Question Id : 8995148485 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Publicity is

1. Non personal
2. Personal
3. Mediated
4. None of the options

Options :

89951433570. 1

89951433571. 2

89951433572. 3

89951433573. 4

Question Number : 80 Question Id : 8995148486 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Public relation is

1. Cost effective
2. Expensive
3. Cost free
4. None of the options

Options :

89951433574. 1

89951433575. 2

89951433576. 3

89951433577. 4

Question Number : 81 Question Id : 8995148487 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Personal selling is

1. To create awareness
2. To deliver information
3. To create awareness to deliver information and to persuade a consumer
4. None of the options

Options :

89951433578. 1

89951433579. 2

89951433580. 3

89951433581. 4

Question Number : 82 Question Id : 8995148488 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The company's support for an event is called

1. Event management
2. Sponsorship
3. Positioning
4. Production

Options :

89951433582. 1

89951433583. 2

89951433584. 3

89951433585. 4

Question Number : 83 Question Id : 8995148489 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The concept of IMC first came in

1. 1980
2. 1990
3. 2000
4. 2003

Options :

89951433586. 1
89951433587. 2
89951433588. 3
89951433589. 4

Question Number : 84 Question Id : 8995148490 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The characteristics of IMC explained by ...

1. 4Cs
2. 4Ps
3. 6Cs
4. None of the options

Options :

89951433590. 1
89951433591. 2
89951433592. 3
89951433593. 4

Question Number : 85 Question Id : 8995148491 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Integration is process of

1. Addition
2. Collection
3. Unification
4. Discretion

Options :

89951433594. 1
89951433595. 2
89951433596. 3
89951433597. 4

**Question Number : 86 Question Id : 8995148492 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Integration tools are known as

1. The fourth component of IMC
2. Second component of IMC
3. Third component of IMC
4. None of the options

Options :

89951433598. 1
89951433599. 2
89951433600. 3
89951433601. 4

**Question Number : 87 Question Id : 8995148493 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Better identity of a brand has

1. Best quality
2. Bad sales
3. Bad equity
4. None of the Options

Options :

89951433602. 1

89951433603. 2

89951433604. 3

89951433605. 4

Question Number : 88 Question Id : 8995148494 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

IMC can be easily implements if the organisation has

- a. Functional silos
- b. Stifled creativity
- c. Integration at different levels of management
- d. None of the options

Options :

89951433606. 1

89951433607. 2

89951433608. 3

89951433609. 4

Question Number : 89 Question Id : 8995148495 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

IMC was pioneered by

1. Philip Kotler
2. Michael Hammer
3. Don E. Schultz
4. John M McElroy

Options :

89951433610. 1
89951433611. 2
89951433612. 3
89951433613. 4

**Question Number : 90 Question Id : 8995148496 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Tourism in India contribute national GDP about

1. 6.32
2. 6.23
3. 3.62
4. 4.32

Options :

89951433614. 1
89951433615. 2
89951433616. 3
89951433617. 4

**Question Number : 91 Question Id : 8995148497 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

In the year 2010 the foreign tourist visited India are

1. 26.8 million
2. 25.8 million
3. 27.8 million
4. 22.5 million

Options :

89951433618. 1
89951433619. 2
89951433620. 3
89951433621. 4

**Question Number : 92 Question Id : 8995148498 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

It is expected that annual growth rate by 2018 will be

1. 4.9%
2. 49%
3. 9.4%
4. 4%

Options :

89951433622. 1
89951433623. 2
89951433624. 3
89951433625. 4

**Question Number : 93 Question Id : 8995148499 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Incredible India was conceptualized by

1. Mr. V. Sunil
2. Mr. Amitabh Kant
3. Mr. Bharat Dabholkar
4. Mr. Prasoon Joshi

Options :

89951433626. 1
89951433627. 2
89951433628. 3
89951433629. 4

**Question Number : 94 Question Id : 8995148500 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

To devise 'Incredible India Campaign' the strategy followed was

1. Three pronged
2. Four pronged
3. Five pronged
4. Multipronged

Options :

89951433630. 1
89951433631. 2
89951433632. 3
89951433633. 4

**Question Number : 95 Question Id : 8995148501 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Better the brand identity

1. Worst brand equity
2. Better brand equity
3. No effect brand equity
4. None of the Options

Options :

89951433634. 1

89951433635. 2

89951433636. 3

89951433637. 4

Question Number : 96 Question Id : 8995148502 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In Incredible India Campaign the celebrity endorsed is

1. Shahrukh Khan
2. Salman Khan
3. Amir Khan
4. Vidya Balan

Options :

89951433638. 1

89951433639. 2

89951433640. 3

89951433641. 4

Question Number : 97 Question Id : 8995148503 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Atithi Devo Bhav was launched in

1. 2005
2. 2003
3. 2001
4. 2004

Options :

89951433642. 1
89951433643. 2
89951433644. 3
89951433645. 4

Question Number : 98 Question Id : 8995148504 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The targeted increase in tourist traffic in 2006 was

1. 15%
2. 10%
3. 20%
4. 23%

Options :

89951433646. 1
89951433647. 2
89951433648. 3
89951433649. 4

Question Number : 99 Question Id : 8995148505 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The resulted increase in tourist traffic in 2006 was

1. 15%
2. 10%
3. 20%
4. 21%

Options :

89951433650. 1

89951433651. 2

89951433652. 3

89951433653. 4

Question Number : 100 Question Id : 8995148506 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

EURO EFFIE award was given to

1. Incredible India Campaign
2. Atithi Devo Bhav
3. Both a and b
4. None of the options

Options :

89951433654. 1

89951433655. 2

89951433656. 3

89951433657. 4