

# National Testing Agency

**Question Paper Name :** Advertising 28th August 2021 Shift 2  
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## Advertising

**Group Number :** 1  
**Group Id :** 94091832  
**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

## Advertising -1

**Section Id :** 94091860  
**Section Number :** 1  
**Section type :** Online  
**Mandatory or Optional :** Mandatory

<b>Number of Questions :</b>	100
<b>Number of Questions to be attempted :</b>	100
<b>Section Marks :</b>	100
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	940918103
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 1 Question Id : 9409181920 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

According to Vidal and Wolfe's model, there should be ----- advertising budget as higher is sales response rate built, higher is sales decay rates also.

1. Larger
2. Smaller
3. Medium
4. Neutral

**Options :**

- 9409186645. 1
- 9409186646. 2
- 9409186647. 3
- 9409186648. 4

**Question Number : 2 Question Id : 9409181921 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

According to Maslow's theory, the -----needs of people are, Food, Water and Air

1. Secondary
2. Tertiary
3. Primary
4. Peripheral

**Options :**

9409186649. 1

9409186650. 2

9409186651. 3

9409186652. 4

**Question Number : 3 Question Id : 9409181922 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- appeals, the audiences through numbers, comparisons and charts.

1. Physics
2. Statistics
3. Chemistry
4. Biology

**Options :**

9409186653. 1

9409186654. 2

9409186655. 3

9409186656. 4

**Question Number : 4 Question Id : 9409181923 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- testing is conducted after advertising, for either single ad or entire multimedia campaign, has been run in market.

1. Post
2. Pre
3. Continuous
4. Longitudinal

**Options :**

9409186657. 1

9409186658. 2

9409186659. 3

9409186660. 4

**Question Number : 5 Question Id : 9409181924 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In ----- test ,researcher tries to ask consumers to give reference of brands.

1. Recall
2. Reside
3. Resume
4. Reader acceptance

**Options :**

9409186661. 1

9409186662. 2

9409186663. 3

9409186664. 4

**Question Number : 6 Question Id : 9409181925 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Continuous tracking shows the changes in advertising spending are correlated with changes in

-----

1. Brand design
2. Brand structure
3. Brand awareness
4. Brand architecture

**Options :**

9409186665. 1

9409186666. 2

9409186667. 3

9409186668. 4

**Question Number : 7 Question Id : 9409181926 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Torrance Tests of Creative Thinking (TTCT) was built by -----

1. Elliuim Peter Torrance
2. Ellis Pansual Torrance
3. Ellis Paul Torrance
4. Elizabeth Paul Torrance

**Options :**

9409186669. 1

9409186670. 2

9409186671. 3

9409186672. 4

**Question Number : 8 Question Id : 9409181927 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- thinking process starts with narrowing facts collected to weed out all possibilities except one

1. Divergent
2. Convergent
3. Creative
4. Original

**Options :**

9409186673. 1

9409186674. 2

9409186675. 3

9409186676. 4

**Question Number : 9 Question Id : 9409181928 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Creative thinking was suggested by -----, who focused on cultivating an organizational culture that stimulates people towards hard work, innovation and quality to achieve goals

1. Hanley Norins of Young & Rubicanon
2. Hanley Norins of Young & Rubicam
3. Hanley Narayan of Young & Rubicam
4. Hanlight Norins of Young & Rubicam

**Options :**

9409186677. 1

9409186678. 2

9409186679. 3

9409186680. 4

**Question Number : 10 Question Id : 9409181929 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Advertising can be a threat to ----- of developing countries with changing values.

1. Cultural heritage
2. Cultural identity
3. Cultural pool
4. Cultural advocacy

**Options :**

9409186681. 1

9409186682. 2

9409186683. 3

9409186684. 4

**Question Number : 11 Question Id : 9409181930 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Preservatives used in packed food, have been proved, to have ----- effects on human body

1. Carcinogenic
2. Caring
3. Curative
4. Cumulative

**Options :**

9409186685. 1

9409186686. 2

9409186687. 3

9409186688. 4

**Question Number : 12 Question Id : 9409181931 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In -----advertising, product placements are done at popular venues, like actors try to use and displayed fashion cool clubs to attract young people

1. Guerilla
2. Surrogate
3. Subliminal
4. Puffery

**Options :**

9409186689. 1

9409186690. 2

9409186691. 3

9409186692. 4

**Question Number : 13 Question Id : 9409181932 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- advertisement is used to promote a banned product in disguise of another product.

1. Surrogate
2. Subliminal
3. Puffery
4. Guerilla

**Options :**

9409186693. 1

9409186694. 2

9409186695. 3

9409186696. 4

**Question Number : 14 Question Id : 9409181933 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



Advertising ----- is defined as advertising or promotional material that makes broad exaggerated or boastful statements, about a product or service that are subjective

1. Puffery
2. Surrogate
3. Subliminal
4. Exaggeration

**Options :**

9409186697. 1

9409186698. 2

9409186699. 3

9409186700. 4

**Question Number : 15 Question Id : 9409181934 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The ----- products use print media for advertising

1. Consumer
2. Industrial
3. Mass
4. FMCG

**Options :**

9409186701. 1

9409186702. 2

9409186703. 3

9409186704. 4

**Question Number : 16 Question Id : 9409181935 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- is the vehicle's access to different individuals or homes over a given period of time.

1. Frequency
2. Reach
3. Consumer confidence
4. Coverage

**Options :**

9409186705. 1

9409186706. 2

9409186707. 3

9409186708. 4

**Question Number : 17 Question Id : 9409181936 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In -----advertising , manufacturer and retailer split the costs of advertising

1. Cooperative
2. Collaborative
3. Heritage
4. Design

**Options :**

9409186709. 1

9409186710. 2

9409186711. 3

9409186712. 4

**Question Number : 18 Question Id : 9409181937 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- refers to the number of times an audience is reached in a given period of time.

1. Reach
2. Consumer confidence
3. Frequency
4. Coverage

**Options :**

9409186713. 1

9409186714. 2

9409186715. 3

9409186716. 4

**Question Number : 19 Question Id : 9409181938 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In -----, consumers have the freedom to define their own journeys.

1. Single channel marketing
2. Sustainable channel marketing
3. Omni channel marketing
4. Social channel marketing

**Options :**

9409186717. 1

9409186718. 2

9409186719. 3

9409186720. 4

**Question Number : 20 Question Id : 9409181939 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

-----is number of people, who clicked on an advertisement or advertising link.

1. Click through build
2. Click through visit
3. Click through rate
4. Click through designs

**Options :**

9409186721. 1

9409186722. 2

9409186723. 3

9409186724. 4

**Question Number : 21 Question Id : 9409181940 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

-----is number of site visitors, who leave the site within a predetermined time in seconds.

1. Build rate
2. Visit rate
3. Bounce rate
4. Time out rate

**Options :**

9409186725. 1

9409186726. 2

9409186727. 3

9409186728. 4

**Question Number : 22 Question Id : 9409181941 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- is number of users, who perform a desired activity as purchase or filling out a registration form.

1. Cost per hold
2. Cost per passion
3. Cost per acquisition
4. Cost per involvement

**Options :**

9409186729. 1

9409186730. 2

9409186731. 3

9409186732. 4

**Question Number : 23 Question Id : 9409181942 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

POP material is the point of -----

1. Promotion
2. Purchase
3. Public
4. Planning

**Options :**

9409186733. 1

9409186734. 2

9409186735. 3

9409186736. 4

**Question Number : 24 Question Id : 9409181943 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Advertising educates people in society about various issues like -----

-, Female foeticide and Child labor.

1. Environment enhancement
2. Environment destruction
3. Environmental conservation
4. Environment exploitation

**Options :**

9409186737. 1

9409186738. 2

9409186739. 3

9409186740. 4

**Question Number : 25 Question Id : 9409181944 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Advertising is an audio or visual form of communication where there is an ----- sponsor,  
with a non-personal message, for promoting any idea or product

1. Unidentified
2. Identified
3. Hidden
4. Mysterious

**Options :**

9409186741. 1

9409186742. 2

9409186743. 3

9409186744. 4

**Question Number : 26 Question Id : 9409181945 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- entities also advertise their services like, Political parties Interest groups Religious organizations

1. Business
2. Commercial
3. Non commercial
4. Legal

**Options :**

9409186745. 1

9409186746. 2

9409186747. 3

9409186748. 4

**Question Number : 27 Question Id : 9409181946 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- allows placement of ads, driven by pay per click methods

1. Domain parking
2. Domain creation
3. Domain designs
4. Domain blogs

**Options :**

9409186749. 1

9409186750. 2

9409186751. 3

9409186752. 4

**Question Number : 28 Question Id : 9409181947 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The negative aspects of aggressive advertising are that it can give birth to ----- conditions in the society

1. Monopolistic
2. Oligopoly competition
3. Excessive competition
4. Limited competition

**Options :**

9409186753. 1

9409186754. 2

9409186755. 3

9409186756. 4

**Question Number : 29 Question Id : 9409181948 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

-----are video blogs, and can be filmed for any niche.

1. Vloggs
2. Designs
3. Vfiles
4. Vblogs

**Options :**

9409186757. 1

9409186758. 2

9409186759. 3

9409186760. 4

**Question Number : 30 Question Id : 9409181949 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



Advertising presents the most ----- possible selling message to right prospects for product or service at the lowest possible cost

1. Persuasive
2. Motivational
3. Public
4. Personal

**Options :**

9409186761. 1

9409186762. 2

9409186763. 3

9409186764. 4

**Question Number : 31 Question Id : 9409181950 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

People analyze -----of audiences to understand attitude of audiences through social media.

1. Sociology
2. Psychology
3. Management
4. Design

**Options :**

9409186765. 1

9409186766. 2

9409186767. 3

9409186768. 4

**Question Number : 32 Question Id : 9409181951 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Advertising is form of ----- communication

1. Personal
2. Mass
3. Individual
4. Syndicate

**Options :**

9409186769. 1

9409186770. 2

9409186771. 3

9409186772. 4

**Question Number : 33 Question Id : 9409181952 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- means taking responsibility for business impact on environment and well-being of those around

1. Sensitivity
2. Sustainability
3. Social justice
4. Social cohesion

**Options :**

9409186773. 1

9409186774. 2

9409186775. 3

9409186776. 4

**Question Number : 34 Question Id : 9409181953 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The ----- is used extensively to promote products and services of all users .

1. World wide web
2. World waver web
3. Worldwide Westside
4. Website wide web

**Options :**

9409186777. 1

9409186778. 2

9409186779. 3

9409186780. 4

**Question Number : 35 Question Id : 9409181954 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The Business-to-Business advertising is known as -----

1. Consumer advertising
2. National advertising
3. Industrial advertising
4. Regional advertising

**Options :**

9409186781. 1

9409186782. 2

9409186783. 3

9409186784. 4

**Question Number : 36 Question Id : 9409181955 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- strategy should relate to the size of market by analyzing the reach and level of intensity for connecting the customers.

1. Media
2. Marketing
3. Message
4. Design

**Options :**

9409186785. 1

9409186786. 2

9409186787. 3

9409186788. 4

**Question Number : 37 Question Id : 9409181956 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

-----creativity involves designing message, in such a way, that it is credible, honest, creative and innovative to touch minds of customers.

1. Message
2. Marketing
3. Media
4. Channel

**Options :**

9409186789. 1

9409186790. 2

9409186791. 3

9409186792. 4

**Question Number : 38 Question Id : 9409181957 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- is study of age, gender, ethnicity, income, occupation, etc.

1. Demographics
2. Psychographics
3. Frequency graphics
4. Media graphics

**Options :**

9409186793. 1

9409186794. 2

9409186795. 3

9409186796. 4

**Question Number : 39 Question Id : 9409181958 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

-----is result of multiplication of reach and frequency.

1. Weight
2. Flight
3. Frequency
4. Reach

**Options :**

9409186797. 1

9409186798. 2

9409186799. 3

9409186800. 4

**Question Number : 40 Question Id : 9409181959 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

GRPs=Reach(R) X Frequency(F )

1. Gross rating points
2. Gross reach points
3. Gross revenue points
4. Gross review points

**Options :**

9409186801. 1

9409186802. 2

9409186803. 3

9409186804. 4

**Question Number : 41 Question Id : 9409181960 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

According to Regency theory, when advertising channels are closer to purchaser, the success for achieving objectives is more

1. Wheel theory
2. Regency theory
3. Trait theory
4. Arrow theory

**Options :**

9409186805. 1

9409186806. 2

9409186807. 3

9409186808. 4

**Question Number : 42 Question Id : 9409181961 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Physical ----- for advertisement has to be good, with characteristics highlighted and displayed for connection with customers.

1. Differentiation
2. Universal
3. Propositions
4. Values

**Options :**

9409186809. 1

9409186810. 2

9409186811. 3

9409186812. 4

**Question Number : 43 Question Id : 9409181962 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- power of brand would enhance level of comfort with customers to give good life.

1. Building
2. Transformational
3. Innovative
4. Creative

**Options :**

9409186813. 1

9409186814. 2

9409186815. 3

9409186816. 4

**Question Number : 44 Question Id : 9409181963 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The process of developing advertising message needs idea generation, evolution and -----

1. Developing
2. Execution
3. Building
4. Creating

**Options :**

9409186817. 1

9409186818. 2

9409186819. 3

9409186820. 4

**Question Number : 45 Question Id : 9409181964 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

-----test is the measure of recall value of advertising response

1. Burzon
2. Braden
3. Blind
4. Blue

**Options :**

9409186821. 1

9409186822. 2

9409186823. 3

9409186824. 4

**Question Number : 46 Question Id : 9409181965 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



----- click conversion rate creates customers interested in products or services

1. Post
2. Pre
3. Continuous
4. Intermittent

**Options :**

9409186825. 1

9409186826. 2

9409186827. 3

9409186828. 4

**Question Number : 47 Question Id : 9409181966 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The ----- test measures effectiveness of ads for creating favorable image for brand.

1. Attitude
2. Sales
3. Recall
4. Remembrance

**Options :**

9409186829. 1

9409186830. 2

9409186831. 3

9409186832. 4

**Question Number : 48 Question Id : 9409181967 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The full form of GRP is -----

1. Gross rating point
2. Gross rating process
3. Gross revised points
4. Gross revenue process

**Options :**

9409186833. 1

9409186834. 2

9409186835. 3

9409186836. 4

**Question Number : 49 Question Id : 9409181968 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

-----media is unique, because it has various parameters of point of remembrance, venue, ad recall and quality of attractiveness and feeling of physical possession

1. Audio
2. Video
3. Print
4. Online

**Options :**

9409186837. 1

9409186838. 2

9409186839. 3

9409186840. 4

**Question Number : 50 Question Id : 9409181969 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Magazine subscription is -----, as online circulation is increasing.

1. Increasing
2. Catalyzing
3. Decreasing
4. Deteriorating

**Options :**

9409186841. 1

9409186842. 2

9409186843. 3

9409186844. 4

**Question Number : 51 Question Id : 9409181970 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Ad sentiment plus the anti-advertising sentiment for online advertising has forced millions of people to use ----- software tool

1. Ad Block Plus
2. Ad value plus
3. Ad Design plus
4. Ad build

**Options :**

9409186845. 1

9409186846. 2

9409186847. 3

9409186848. 4

**Question Number : 52 Question Id : 9409181971 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Traffic is a matter of -----to keep work flowing for fixed period

1. Scheduling
2. Executing
3. Designing
4. Building

**Options :**

9409186849. 1

9409186850. 2

9409186851. 3

9409186852. 4

**Question Number : 53 Question Id : 9409181972 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Advertising budget is ----- to proportional sales.

1. Directly
2. Indirectly
3. Inbuilt
4. Formally

**Options :**

9409186853. 1

9409186854. 2

9409186855. 3

9409186856. 4

**Question Number : 54 Question Id : 9409181973 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The law of ----- , says that when production of company starts, it reaches very high level, then the per unit cost of production would go down

1. Economies of scale
2. Economies of values
3. Economies of functions
4. Economies of control

**Options :**

9409186857. 1

9409186858. 2

9409186859. 3

9409186860. 4

**Question Number : 55 Question Id : 9409181974 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The ----- and Google ads play an important role in positioning product at first page for deciding ranking in market.

1. SEF
2. SWO
3. SEO
4. SOE

**Options :**

9409186861. 1

9409186862. 2

9409186863. 3

9409186864. 4

**Question Number : 56 Question Id : 9409181975 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- products are environment friendly and have more eco -sensitive designs and conservation ethics

1. Sustainable
2. Sensible
3. Social
4. Designer

**Options :**

9409186865. 1

9409186866. 2

9409186867. 3

9409186868. 4

**Question Number : 57 Question Id : 9409181976 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

CSR marketing is a practice of combining a company's ----- activities with its marketing campaigns.

1. Charitable
2. Profitable
3. Economical
4. Technological

**Options :**

9409186869. 1

9409186870. 2

9409186871. 3

9409186872. 4

**Question Number : 58 Question Id : 9409181977 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Corporate social responsibility can improve the public -----of the company

1. Perception
2. Value
3. Ethics
4. Justice

**Options :**

9409186873. 1

9409186874. 2

9409186875. 3

9409186876. 4

**Question Number : 59 Question Id : 9409181978 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- of business behavior is determined by customers, government regulators, competitors and interest groups and public.

1. Acceptability
2. Sensitivity
3. Concern
4. Responsibility

**Options :**

9409186877. 1

9409186878. 2

9409186879. 3

9409186880. 4

**Question Number : 60 Question Id : 9409181979 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Television made its entry in ----- in America

1. 1956
2. 1965
3. 1950
4. 1952

**Options :**

9409186881. 1

9409186882. 2

9409186883. 3

9409186884. 4

**Question Number : 61 Question Id : 9409181980 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In India, transmitting stations are called -----

1. Doordarshan Kendra
2. Doordarshan centers
3. Daily Kendra's
4. Daily centre

**Options :**

9409186885. 1

9409186886. 2

9409186887. 3

9409186888. 4

**Question Number : 62 Question Id : 9409181981 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



Color transmission started in ----- on the eve of ASIAD in India.

1. 1982
2. 1981
3. 1983
4. 1984

**Options :**

9409186889. 1

9409186890. 2

9409186891. 3

9409186892. 4

**Question Number : 63 Question Id : 9409181982 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

V.H.F. means -----

1. Vinyl helium frequency spectrum
2. Very high fulcrum
3. Very high frequency band spectrum
4. Very high finite space

**Options :**

9409186893. 1

9409186894. 2

9409186895. 3

9409186896. 4

**Question Number : 64 Question Id : 9409181983 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

U.H.F. implies -----

1. Ultra high frequency band spectrum.
2. Ultimate high frequency band spectrum.
3. Unusually high frequency band spectrum.
4. Ultra violet higher frequency band spectrum.

**Options :**

9409186897. 1

9409186898. 2

9409186899. 3

9409186900. 4

**Question Number : 65 Question Id : 9409181984 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

C.A.T.V. which means ----- system, which is popularly known as Cable Television.

1. Community antenna television
2. Community anti telecast
3. Community announcement telemetry
4. Commutable tele -vision

**Options :**

9409186901. 1

9409186902. 2

9409186903. 3

9409186904. 4

**Question Number : 66 Question Id : 9409181985 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- represents the average number of viewers per minute of all TV channels, at a certain time.

1. Television Rating (TVR)
2. Tele-Review (TVR)
3. Television Remote (TVR)
4. Television Recent Telecast (TVR)

**Options :**

9409186905. 1

9409186906. 2

9409186907. 3

9409186908. 4

**Question Number : 67 Question Id : 9409181986 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- represents the average number of viewers per minute, at a certain time, for a certain TV channel.

1. Average Minute Points (AMP)
2. Average Minute Rating (AMR)
3. Average Medium Rating (AMR)
4. Average Medium Points (AMP)

**Options :**

9409186909. 1

9409186910. 2

9409186911. 3

9409186912. 4

**Question Number : 68 Question Id : 9409181987 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- targeting refers to target audiences in a specific geographical location.

1. Geo targeting
2. National targeting
3. Regional targeting
4. Space targeting

**Options :**

9409186913. 1

9409186914. 2

9409186915. 3

9409186916. 4

**Question Number : 69 Question Id : 9409181988 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- from real people are powerful in enhancing advertising value for creating belief.

1. Testimonial
2. Graph
3. Color
4. Layout.

**Options :**

9409186917. 1

9409186918. 2

9409186919. 3

9409186920. 4

**Question Number : 70 Question Id : 9409181989 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Use of facts and statistics from reliable sources can help in building ----- for advertisements.

1. Layout
2. Structure
3. Claims
4. Design

**Options :**

- 9409186921. 1
- 9409186922. 2
- 9409186923. 3
- 9409186924. 4

**Question Number : 71 Question Id : 9409181990 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

-----is an innovative character in product or services who have to build favorable characters as compared to competitors.

1. Unique sale proposal
2. Unit sale price
3. Unique selling proposition
4. Unique selling price

**Options :**

- 9409186925. 1
- 9409186926. 2
- 9409186927. 3
- 9409186928. 4

**Question Number : 72 Question Id : 9409181991 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The ----- are engaging audiences, to fill up questionnaire so as to engage audiences with activities for data.

1. Social platform agencies
2. Social agencies
3. Creative agencies
4. Boutique agencies

**Options :**

9409186929. 1

9409186930. 2

9409186931. 3

9409186932. 4

**Question Number : 73 Question Id : 9409181992 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The ----- on websites, gives location of audiences, email address, profession of audiences.

1. Data registration
2. Input
3. Login
4. Sign up

**Options :**

9409186933. 1

9409186934. 2

9409186935. 3

9409186936. 4

**Question Number : 74 Question Id : 9409181993 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The limited-service agencies take greater responsibility for -----function

1. Strategic planning
2. Designing
3. Creating
4. Research

**Options :**

9409186937. 1

9409186938. 2

9409186939. 3

9409186940. 4

**Question Number : 75 Question Id : 9409181994 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

A fake account can do anything without being traced to give threats.

1. Cyber bullying
2. Teasing
3. Testing
4. Cyber design

**Options :**

9409186941. 1

9409186942. 2

9409186943. 3

9409186944. 4

**Question Number : 76 Question Id : 9409181995 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- can easily be hacked and shared on the Internet to make financial losses.

1. Personal design
2. Personal diaries
3. Personal data
4. Personal desires

**Options :**

9409186945. 1

9409186946. 2

9409186947. 3

9409186948. 4

**Question Number : 77 Question Id : 9409181996 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- are promoting activities and efforts for collecting donation and connecting to audiences through social media.

1. NGOs
2. Government
3. Private sector
4. Policy makers

**Options :**

9409186949. 1

9409186950. 2

9409186951. 3

9409186952. 4

**Question Number : 78 Question Id : 9409181997 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



----- Copy is open copy that exposes the facts in a simple and clear way

1. Expository
2. Suggestive
3. Human interest
4. Institutional

**Options :**

9409186953. 1

9409186954. 2

9409186955. 3

9409186956. 4

**Question Number : 79 Question Id : 9409181998 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The ----- is defined as clicks/views

1. Click ratio
2. Click view
3. Click cost
4. Click cookie

**Options :**

9409186957. 1

9409186958. 2

9409186959. 3

9409186960. 4

**Question Number : 80 Question Id : 9409181999 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

CPM is defined as cost per ----- views

1. 100
2. 10000
3. 10
4. 1000

**Options :**

9409186961. 1

9409186962. 2

9409186963. 3

9409186964. 4

**Question Number : 81 Question Id : 9409182000 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

-----is defined as permanent spot on popular portal or Web page.

1. Spot leasing
2. Spot function
3. Spot design
4. Spot building

**Options :**

9409186965. 1

9409186966. 2

9409186967. 3

9409186968. 4

**Question Number : 82 Question Id : 9409182001 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In the 21st century, ----- base is the new marketplace.

1. Data
2. Products
3. Cloud
4. Spectrum

**Options :**

9409186969. 1

9409186970. 2

9409186971. 3

9409186972. 4

**Question Number : 83 Question Id : 9409182002 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In -----method sponsors only pay for each click made on their advertisement, which is highly personalized.

1. Pay per click
2. Pay per measure
3. Pay per visit
4. Pay per review

**Options :**

9409186973. 1

9409186974. 2

9409186975. 3

9409186976. 4

**Question Number : 84 Question Id : 9409182003 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Billboards should be regulated as access to mental space targeted by advertisers should be taxed by ----- to reduce public nuisance.

1. Space tax
2. Advertising tax
3. Pigovian tax
4. Mental tax

**Options :**

9409186977. 1

9409186978. 2

9409186979. 3

9409186980. 4

**Question Number : 85 Question Id : 9409182004 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The product life cycle follows introduction, growth, maturity and ----- phase

1. Decline
2. Design
3. Rebuild
4. Creative

**Options :**

9409186981. 1

9409186982. 2

9409186983. 3

9409186984. 4

**Question Number : 86 Question Id : 9409182005 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- establishes effectiveness of past advertising by measuring the relationship between advertising expenditure and total sales of product.

1. Historical sales methods
2. Experimental methods
3. Casual methods
4. Opinion test method

**Options :**

9409186985. 1

9409186986. 2

9409186987. 3

9409186988. 4

**Question Number : 87 Question Id : 9409182006 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- establishes casual relationship between advertising and sales.

1. Experimental control method
2. Casual method
3. Historical sales method
4. Opinion test method

**Options :**

9409186989. 1

9409186990. 2

9409186991. 3

9409186992. 4

**Question Number : 88 Question Id : 9409182007 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- obtains the preference of a sample group of typical prospective consumers of product for an ad

1. Consumer jury test
2. Dummy test
3. Portfolio test
4. Recall test

**Options :**

9409186993. 1

9409186994. 2

9409186995. 3

9409186996. 4

**Question Number : 89 Question Id : 9409182008 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

----- helps in allocating advertising expenditure and frequency within short period to obtain the maximum response or impact.

1. Macro scheduling
2. Continuous scheduling
3. Micro scheduling
4. Intermittent scheduling

**Options :**

9409186997. 1

9409186998. 2

9409186999. 3

9409187000. 4

**Question Number : 90 Question Id : 9409182009 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The Drugs and Cosmetic Act of----- prohibits advertisements for any drug or cosmetic from using reports of tests or analysis of the Central Drugs Laboratory or by a government analyst.

1. 1940
2. 1941
3. 1942
4. 1943

**Options :**

- 9409187001. 1
- 9409187002. 2
- 9409187003. 3
- 9409187004. 4

**Question Number : 91 Question Id : 9409182010 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Under the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations of -  
-----, physicians are not allowed to advertise their services

1. 2002
2. 2003
3. 2004
4. 2005

**Options :**

- 9409187005. 1
- 9409187006. 2
- 9409187007. 3
- 9409187008. 4

**Question Number : 92 Question Id : 9409182011 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The food safety and standards act of ..... prohibits to give misleading information to customers regarding the quality and quantity of ingredients contained in the food packed.

1. 2008
2. 2005
3. 2007
4. 2006

**Options :**

9409187009. 1
9409187010. 2
9409187011. 3
9409187012. 4

**Question Number : 93 Question Id : 9409182012 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The Bar Council of India Rules formulated under the Advocates Act of -----prohibits lawyers to advertise their services

1. 1961
2. 1963
3. 1965
4. 1966

**Options :**

9409187013. 1
9409187014. 2
9409187015. 3
9409187016. 4

**Question Number : 94 Question Id : 9409182013 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



The Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act of -----

- prohibits advertisements relating to pre-natal determination of sex

1. 1994
2. 1995
3. 1996
4. 1997

**Options :**

9409187017. 1

9409187018. 2

9409187019. 3

9409187020. 4

**Question Number : 95 Question Id : 9409182014 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

ASCI is a voluntary self-regulatory council established in -----to promote responsible advertising

1. 1985
2. 1987
3. 1986
4. 1989

**Options :**

9409187021. 1

9409187022. 2

9409187023. 3

9409187024. 4

**Question Number : 96 Question Id : 9409182015 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The full form of EMMC is -----

1. Electronic Media Monitoring Centre
2. Electric Media Monitoring Centre
3. Electronic Media Managing Centre
4. Electric Management Monitoring Cell

**Options :**

9409187025. 1

9409187026. 2

9409187027. 3

9409187028. 4

**Question Number : 97 Question Id : 9409182016 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The Transplantation of Human Organs Act of ----- bans selling of human organs.

1. 1994
2. 1995
3. 1996
4. 1997

**Options :**

9409187029. 1

9409187030. 2

9409187031. 3

9409187032. 4

**Question Number : 98 Question Id : 9409182017 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The radio came into existence in -----

1. 1910
2. 1920
3. 1913
4. 1915

**Options :**

9409187033. 1

9409187034. 2

9409187035. 3

9409187036. 4

**Question Number : 99 Question Id : 9409182018 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The television evolved in -----

1. 1950
2. 1951
3. 1954
4. 1956

**Options :**

9409187037. 1

9409187038. 2

9409187039. 3

9409187040. 4

**Question Number : 100 Question Id : 9409182019 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The Internet came into existence in -----

1. 1990
2. 1995
3. 1996
4. 1993

**Options :**

9409187041. 1

9409187042. 2

9409187043. 3

9409187044. 4