

National Testing Agency

Question Paper Name :	Integrated Marketing Communication and Sales force 29th August 2021 Shift 2
Subject Name :	Integrated Marketing Communication and Sales force
Creation Date :	2021-08-29 19:53:43
Duration :	180
Total Marks :	100
Display Marks:	Yes

Integrated Marketing Communication and Sales force

Group Number :	1
Group Id :	940918110
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

Integrated Marketing Communication and Sales force-1

Section Id :	940918162
Section Number :	1
Section type :	Online

Mandatory or Optional :	Mandatory
Number of Questions :	50
Number of Questions to be attempted :	50
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	940918227
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 9409187367 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

..... is the interactive system of marketing communication

1. Sales promotion
2. Direct marketing
3. Advertising
4. Public Relations

Options :

94091827577. 1

94091827578. 2

94091827579. 3

94091827580. 4

Question Number : 2 Question Id : 9409187368 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Advertisement is a.....of promotion.

1. Non-paid form
2. Paid form
3. Sponsorship form
4. None of the above

Options :

94091827581. 1

94091827582. 2

94091827583. 3

94091827584. 4

Question Number : 3 Question Id : 9409187369 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Marketing mix includes

1. Sales
2. Price
3. Accessories
4. Purpose

Options :

94091827585. 1

94091827586. 2

94091827587. 3

94091827588. 4

Question Number : 4 Question Id : 9409187370 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which is the personal communication of information to somebody to buy something?

1. Personal Selling
2. Advertising
3. Sales Promotion
4. Branding

Options :

94091827589. 1

94091827590. 2

94091827591. 3

94091827592. 4

Question Number : 5 Question Id : 9409187371 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which is a short term incentive to attract customers to buy the products or services?

1. Direct marketing
2. Advertising
3. Personal selling
4. Sales promotion

Options :

94091827593. 1

94091827594. 2

94091827595. 3

94091827596. 4

Question Number : 6 Question Id : 9409187372 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which promotional mix would a firm use if it wanted to reach a large consumer audience while keeping cost per contact low and create a symbolic image or appeal for a new brand?

1. Advertising
2. Personal Selling
3. Coupons
4. Direct marketing

Options :

94091827597. 1

94091827598. 2

94091827599. 3

94091827600. 4

Question Number : 7 Question Id : 9409187373 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An automobile company broadcasts a commercial during a TV programme that is seen by eight million viewers. The broadcasting of this ad takes place in a(n) ____ channel of communication.

1. Individualized
2. Direct response
3. Non-personal
4. Personal

Options :

94091827601. 1

94091827602. 2

94091827603. 3

94091827604. 4

Question Number : 8 Question Id : 9409187374 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ is commercially significant news regarding a product/service, which appears in the commercial media at no cost to the business.

1. Advertising
2. Publicity
3. Public relations
4. Direct marketing

Options :

- 94091827605. 1
- 94091827606. 2
- 94091827607. 3
- 94091827608. 4

Question Number : 9 Question Id : 9409187375 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The words used in an advertisement is referred to as.....

1. Message
2. Data
3. Text
4. Copy

Options :

- 94091827609. 1
- 94091827610. 2
- 94091827611. 3
- 94091827612. 4

Question Number : 10 Question Id : 9409187376 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Television advertising that includes a telephone number for ordering/complaining any grievance is an example of_____.

1. Direct response advertising
2. Telemarketing
3. Direct mail
4. Teleconference

Options :

94091827613. 1

94091827614. 2

94091827615. 3

94091827616. 4

Question Number : 11 Question Id : 9409187377 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ advertising becomes more important as competition increases. The company's objective is to build selective demand.

1. Reminder
2. Informative
3. Persuasive
4. Patronage

Options :

94091827617. 1

94091827618. 2

94091827619. 3

94091827620. 4

Question Number : 12 Question Id : 9409187378 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

..... is advertising that is set in small type and arranged according to categories or interests

1. Classified Ads
2. Display Ads
3. Testimonial Ads
4. Banner Ads

Options :

94091827621. 1

94091827622. 2

94091827623. 3

94091827624. 4

Question Number : 13 Question Id : 9409187379 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Objective of all advertisements is.....

1. Objectivity
2. Infotainment
3. Timeliness
4. Persuasion

Options :

94091827625. 1

94091827626. 2

94091827627. 3

94091827628. 4

Question Number : 14 Question Id : 9409187380 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Frequency is defined as the

1. Number of different advertisements, sales promotions, or publicity events in a promotional campaign of a marketing programme
2. Total number of times an advertisement is broadcast on network and cable television or radio
3. Number of times an advertisement must be shown before a given percentage of the audience can recall key points of information
4. Average number of times a person in the target audience is exposed to an advertisement.

Options :

94091827629. 1

94091827630. 2

94091827631. 3

94091827632. 4

Question Number : 15 Question Id : 9409187381 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Advertisements intended to promote sale of the products by appealing directly to the consumers/buyers is called_____

1. Consumption advertising
2. Consumer advertising
3. Retail advertising
4. Trade advertising

Options :

94091827633. 1

94091827634. 2

94091827635. 3

94091827636. 4

Question Number : 16 Question Id : 9409187382 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these is not a characteristic of an advertisement?

1. Inspire a customer
2. Arouse a desire
3. Discourage the buyer
4. Convince the buyer

Options :

94091827637. 1

94091827638. 2

94091827639. 3

94091827640. 4

Question Number : 17 Question Id : 9409187383 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Advertisements try to discourage young people from using drugs or tobacco or encourage people to adopt safer, healthier lifestyles, are examples of..... Ads

1. Consumer ads
2. Impressive ads
3. Informational ads
4. Institutional ads

Options :

94091827641. 1

94091827642. 2

94091827643. 3

94091827644. 4

Question Number : 18 Question Id : 9409187384 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In which type of advertisements, the manufacturer and the dealer usually share the media costs?

1. Co-operative advertising
2. Retail advertising
3. End-product advertising
4. Direct-response advertising

Options :

94091827645. 1

94091827646. 2

94091827647. 3

94091827648. 4

Question Number : 19 Question Id : 9409187385 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

There are many products that are rarely purchased directly by the consumers. They are usually bought as part or ingredient in other products. Advertising of such products is called.....

1. National Advertising
2. Display Advertising
3. Retail Advertising
4. End-product Advertising

Options :

94091827649. 1

94091827650. 2

94091827651. 3

94091827652. 4

Question Number : 20 Question Id : 9409187386 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ is used to create and promote a particular image of the company in the people's minds.

1. Advocacy advertising
2. Corporate advertising
3. Image advertising
4. National advertising

Options :

94091827653. 1

94091827654. 2

94091827655. 3

94091827656. 4

Question Number : 21 Question Id : 9409187387 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ refers to company's views on issues that affect its business and to protect its position in the market place.

1. Advocacy advertising
2. Image advertising
3. Cause-related advertising
4. Trade advertising

Options :

94091827657. 1

94091827658. 2

94091827659. 3

94091827660. 4

Question Number : 22 Question Id : 9409187388 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level

1. Advertisement media
2. Advertisement copy
3. Advertisement layout
4. Teaser advertisements

Options :

94091827661. 1
94091827662. 2
94091827663. 3
94091827664. 4

Question Number : 23 Question Id : 9409187389 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A producer announced that on purchase of a particular product another product will be provided at less rate it is

1. Advertising
2. Direct marketing
3. Sales promotion
4. Publicity

Options :

94091827665. 1
94091827666. 2
94091827667. 3
94091827668. 4

Question Number : 24 Question Id : 9409187390 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified person". Who stated this?

1. Australian Marketing Association
2. European Marketing Association
3. Indian Marketing Association
4. American Marketing Association

Options :

94091827669. 1

94091827670. 2

94091827671. 3

94091827672. 4

Question Number : 25 Question Id : 9409187391 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Consumer promotion, trade promotion and _____ are the three forms of sales promotion

1. Media promotion
2. Sales force promotion
3. Core promotion
4. Media mix

Options :

94091827673. 1

94091827674. 2

94091827675. 3

94091827676. 4

Question Number : 26 Question Id : 9409187392 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Samples, coupons, premium offers, money refund orders, prize off, contests are tools and programmes for.....

1. Product mix
2. Place mix
3. Consumer sales promotion
4. Marketing mix

Options :

94091827677. 1

94091827678. 2

94091827679. 3

94091827680. 4

Question Number : 27 Question Id : 9409187393 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Coupon is an example of

1. Consumer sales promotion technique
2. Trade sales promotion technique
3. Sales force sales promotion technique
4. Dealer sales promotion technique

Options :

94091827681. 1

94091827682. 2

94091827683. 3

94091827684. 4

Question Number : 28 Question Id : 9409187394 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Read the statements given below and choose the right option:

Statement 1: Post testing is an evaluation conducted to know whether a proposed ad campaign is appealing to target group.

Statement 2: It is also known as copy testing.

1. Both statements are right
2. Both statements are wrong
3. Only statement 1 is correct
4. Only statement 2 is correct

Options :

94091827685. 1

94091827686. 2

94091827687. 3

94091827688. 4

Question Number : 29 Question Id : 9409187395 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Tactical coordination of marketing coordination is done for.....

1. Coordinated message
2. One sight, one sound
3. Organizational requirements
4. Demand of the customers

Options :

94091827689. 1

94091827690. 2

94091827691. 3

94091827692. 4

Question Number : 30 Question Id : 9409187396 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these is a possible barrier of IMC?

1. Cultural barriers
2. Customer focus
3. Brand development
4. None of these

Options :

94091827693. 1

94091827694. 2

94091827695. 3

94091827696. 4

Question Number : 31 Question Id : 9409187397 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

DAGMAR is defining advertising goals for measured advertising _____

1. Research
2. Results
3. Reference
4. Response

Options :

94091827697. 1

94091827698. 2

94091827699. 3

94091827700. 4

Question Number : 32 Question Id : 9409187398 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In the process of communication, after the sender sends the message the next step is

1. Decoding
2. Encoding
3. Feedback
4. Complaints

Options :

94091827701. 1

94091827702. 2

94091827703. 3

94091827704. 4

Question Number : 33 Question Id : 9409187399 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

AIDA refers to the

1. Hierarchy of effects Model
2. Broadcast Model
3. Subscription Model
4. Internal Model

Options :

94091827705. 1

94091827706. 2

94091827707. 3

94091827708. 4

Question Number : 34 Question Id : 9409187400 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

----- in advertising is a series of decisions involving the delivery of message to the targeted audience.

1. Market analysis
2. Media objective
3. Media planning
4. Media strategy

Options :

94091827709. 1

94091827710. 2

94091827711. 3

94091827712. 4

Question Number : 35 Question Id : 9409187401 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

----- covers two broad decisions - selection of media class, and selection of media vehicle within media class.

1. Media mix
2. Media strategy
3. Media objective
4. Media selection

Options :

94091827713. 1

94091827714. 2

94091827715. 3

94091827716. 4

Question Number : 36 Question Id : 9409187402 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Media _____ is a primary goal of advertising media planning and buying.

1. Frequency
2. Efficiency
3. Flexibility
4. Reach

Options :

94091827717. 1

94091827718. 2

94091827719. 3

94091827720. 4

Question Number : 37 Question Id : 9409187403 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Media buying is the _____ of the media plan.

1. Identifying
2. Scheduling
3. Evaluation
4. Execution

Options :

94091827721. 1

94091827722. 2

94091827723. 3

94091827724. 4

Question Number : 38 Question Id : 9409187404 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Newspapers offer _____ as a media choice.

1. High impact
2. Low impact
3. High selectivity
4. Low selectivity

Options :

94091827725. 1

94091827726. 2

94091827727. 3

94091827728. 4

Question Number : 39 Question Id : 9409187405 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

One weakness in using outdoor media is.....

1. Relatively low cost
2. Difficult to measure and control
3. Delivers excellent reach
4. Demographic flexibility

Options :

94091827729. 1

94091827730. 2

94091827731. 3

94091827732. 4

Question Number : 40 Question Id : 9409187406 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Pulsing is a scheduling strategy that provides a floor of media support throughout the year and periodic.....

1. Increases
2. Decreases
3. Intervention
4. Timing

Options :

94091827733. 1

94091827734. 2

94091827735. 3

94091827736. 4

Question Number : 41 Question Id : 9409187407 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Radio is often referred to as.....

1. The theatre of the absurd
2. The mindful theatre
3. The theatre of the mind
4. Surround sound

Options :

94091827737. 1

94091827738. 2

94091827739. 3

94091827740. 4

Question Number : 42 Question Id : 9409187408 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The _____ is the biggest possible medium and has the quickest and the deepest reach throughout the globe.

1. Internet
2. Television
3. Radio
4. Outdoor

Options :

94091827741. 1

94091827742. 2

94091827743. 3

94091827744. 4

Question Number : 43 Question Id : 9409187409 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The demerits of magazine advertisings are.....

1. Selectivity
2. Loyalty and prestige
3. Inflexibility
4. Visual display

Options :

94091827745. 1

94091827746. 2

94091827747. 3

94091827748. 4

Question Number : 44 Question Id : 9409187410 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

-----refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.

1. Frequency
2. Reach
3. Continuity
4. CPM

Options :

94091827749. 1

94091827750. 2

94091827751. 3

94091827752. 4

Question Number : 45 Question Id : 9409187411 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ is primarily used to maintain customer relationships.

1. Inbound telemarketing
2. Outbound telemarketing
3. Internet
4. Outdoor media

Options :

94091827753. 1

94091827754. 2

94091827755. 3

94091827756. 4

Question Number : 46 Question Id : 9409187412 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Inbound telemarketing is more accepted so that

1. Company can acquire new customers
2. Salesperson can contact potential customers
3. Customer himself is willing to interact with the company
4. None of these

Options :

94091827757. 1

94091827758. 2

94091827759. 3

94091827760. 4

Question Number : 47 Question Id : 9409187413 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ takes care of the day-to-day activities of the advertising agency.

1. Marketing services
2. Creative services
3. Account services
4. Agency management

Options :

94091827761. 1

94091827762. 2

94091827763. 3

94091827764. 4

Question Number : 48 Question Id : 9409187414 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ are large structures located in public places which display advertisements to passing pedestrians and motorists.

1. Posters
2. Billboards
3. Display
4. Classified

Options :

94091827765. 1

94091827766. 2

94091827767. 3

94091827768. 4

Question Number : 49 Question Id : 9409187415 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Identify the theory not considered as theories of advertising

1. Stimulus Response Theory
2. The AIDA Model
3. The DAGMAR Model
4. Cultivation Theory

Options :

94091827769. 1

94091827770. 2

94091827771. 3

94091827772. 4

Question Number : 50 Question Id : 9409187416 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ are used for recording the changing dilation of the viewer's pupil while attending to the advertisement.

1. Pupilometric device
2. Eye movement cameras
3. Galvanic skin response
4. Voice pitch analysis

Options :

94091827773. 1

94091827774. 2

94091827775. 3

94091827776. 4