

PREVIEW QUESTION BANK

Module Name : cec24-ge12 Advertisement and Media -ENG
Exam Date : 18-May-2024 Batch : 09:00-12:00

Sr. No.	Client Question ID	Question Body and Alternatives	Marks	Negative Marks
Objective Question				
1	14101001	<p>What is advertising?</p> <ol style="list-style-type: none"> 1. Paid Promotion 2. Developing message 3. Sponsorship 4. Sales Promotion <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
2	14101002	<p>What is a brand?</p> <ol style="list-style-type: none"> 1. Advertisement 2. Identity 3. Corporate relations 4. IMC <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
3	14101003	<p>A short term incentive to attract customers to buy the products or services is -----</p> <ol style="list-style-type: none"> 1. Sales Promotion 2. Personal Selling 3. Direct Marketing 4. Advertising <p>A1 : 1</p> <p>A2 : 2</p>	2.0	0.00

A3 : 3

A4 : 4

Objective Question

4	14101004	<p>Thums Up is a brand linked to?</p> <ol style="list-style-type: none"> 1. Pepsi 2. Parle 3. Coca Cola 4. Nestle <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

5	14101005	<p>Detailed information can be given in the following media of advertising----</p> <ol style="list-style-type: none"> 1. Newspaper 2. TV 3. Poster 4. Radio <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

6	14101006	<p>Lifespan of the advertisement is long in?</p> <ol style="list-style-type: none"> 1. Radio 2. TV 3. Magazine 4. Outdoor <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p>	2.0	0.00
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		A4 : 4		
Objective Question				
7	14101007	<p>International exposure to the brand is given by ?</p> <ol style="list-style-type: none"> 1. Poster 2. TV 3. Digital Media 4. Radio <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
8	14101008	<p>High production cost is involved in -----</p> <ol style="list-style-type: none"> 1. Poster advertising 2. TV advertising 3. Window Display 4. Exhibition <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
9	14101009	<p>Only one product display is called as -----</p> <ol style="list-style-type: none"> 1. Semi Solus Display 2. Solus Display 3. Related Display 4. Focused Display <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00

Objective Question

10	14101010	<p>Limitations of advertising in newspaper is -----</p> <ol style="list-style-type: none"> 1. Life Span 2. Reference 3. Literacy 4. Reach <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

11	14101011	<p>The fastest growing medium of advertising is ?</p> <ol style="list-style-type: none"> 1. Digital Media 2. Print Media 3. TV 4. Radio <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

12	14101012	<p>Who coined the slogan "Thanda matlab Coca cola"</p> <ol style="list-style-type: none"> 1. Prasoan Joshi 2. Prahlad Kakkar 3. Javed Akhtar 4. Sameer <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

13	14101013	<p>Advertising is a ----- promotion.</p> <ol style="list-style-type: none"> 1. Personal 2. Unbiased 3. Paid 4. Propaganda <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

14	14101014	<p>The slogan for Loreal is _____</p> <ol style="list-style-type: none"> 1. Nothing official 2. Because You're worth it 3. You deserve it 4. Best quality <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

15	14101015	<p>Advertising helps in developing_____</p> <ol style="list-style-type: none"> 1. Awareness 2. Liking 3. Desire 4. Awareness, Liking, Desire All of these <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

16	14101016		2.0	0.00
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		<p>Promotion mix includes Sales Promotion, Personal Selling, Advertising and</p> <ol style="list-style-type: none"> 1. Marketing 2. Sales 3. Campaign 4. Public Relations <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

17	14101017	<p>----- is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.</p> <ol style="list-style-type: none"> 1. Push strategy 2. Pull strategy 3. Blocking strategy 4. Integrated strategy <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

18	14101018	<p>Which among the following is not a function of ad agency?</p> <ol style="list-style-type: none"> 1. Conduct market analysis 2. Develop advertising plans 3. Develop media strategy 4. Collect feedback from target audience <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

19	14101019		2.0	0.00
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		<p>Copy testing is also known as</p> <ol style="list-style-type: none"> 1. Pre Testing 2. Copy writing 3. concurrent testing 4. Preview <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

20	14101020	<p>A consumer contest is an example of</p> <ol style="list-style-type: none"> 1. Personal Selling 2. Sales Promotion 3. Advertisement 4. Indirect Selling <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

21	14101021	<p>The best promotional tool in any marketing is</p> <ol style="list-style-type: none"> 1. Word of mouth publicity 2. Self-liquidating promotion 3. Push promotion 4. Dealers promotion method <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

22	14101022		2.0	0.00
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		<p>On pack samples are the examples of</p> <ol style="list-style-type: none"> 1. Trade promotion 2. Sales promotion 3. Manufacturers promotions 4. Fulfilment cost <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

23	14101023	<p>The most popular form of advertising and it reaches to masses.</p> <ol style="list-style-type: none"> 1. Social media 2. Email 3. Television 4. Print <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

24	14101024	<p>Advertising for _____ is not allowed.</p> <ol style="list-style-type: none"> 1. Liquor 2. Washing powder 3. Refrigerator 4. Shampoo <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

25	14101025		2.0	0.00
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		<p>Showing the product in a picture as being bigger than it actually is an example of</p> <ol style="list-style-type: none"> 1. Deception 2. Subliminal Ads 3. Obscene ads 4. Challenging <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

26	14101026	<p>A producer announced that on purchase of a particular product another product will be provided at less rate is</p> <ol style="list-style-type: none"> 1. Discount 2. Quantity gift 3. Cheap bargain 4. Advertising <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

27	14101027	<p>Advertisement through radio was very popular till the middle of last century because of ____</p> <ol style="list-style-type: none"> 1. Its effectiveness 2. More popular than newspaper 3. Mass reach 4. Cost of advertisement <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

28	14101028		2.0	0.00
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		<p>The fifth "P" of marketing mix is _____</p> <ol style="list-style-type: none"> 1. People 2. Price 3. Packaging 4. Physical Environment <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

29	14101029	<p>AIDA stands for Attention, _____, Desire and _____.</p> <ol style="list-style-type: none"> 1. Interest; Action 2. Idea; Approach 3. Intensity; Appeal 4. Involvement; Appeal <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

30	14101030	<p>The basic objective of push strategy is to encourage the</p> <ol style="list-style-type: none"> 1. Consumer 2. sellers 3. Producer 4. Public <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

31	14101031		2.0	0.00
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		<p>.....is the sum total of values, assets and liabilities generated by a branded product over a period of time.</p> <ol style="list-style-type: none"> 1. Brand loyalty 2. Brand association 3. Brand Equity 4. Brand awareness <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

32	14101032	<p>Excuses for NOT making a purchase commitment or decision are called</p> <ol style="list-style-type: none"> 1. Constraints 2. Interventions 3. Troubles 4. Objections <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

33	14101033	<p>The long term sales effect of the sales promotion could be</p> <ol style="list-style-type: none"> 1. Positive 2. Negative 3. Neutral 4. not sure <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

34	14101034		2.0	0.00
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		<p>If a copy tells openly and directly all the features of a product or a service with the help of suitable pictures, photos and diagrams to impress a customer, it is called?</p> <ol style="list-style-type: none"> 1. descriptive copy 2. educational copy 3. straight selling copy 4. expository copy <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

35	14101035	<p>Which among the following is the right sequence of copywriting process?</p> <ol style="list-style-type: none"> 1. planning, research, organisation, writing, checking, proof reading, editing, revision 2. research, planning, organisation, writing, checking, proof reading, editing, revision 3. planning, research, organisation, writing, checking, editing, proof reading, revision 4. research, planning, organisation, writing, checking, editing, proof reading, revision <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

36	14101036	<p>A series of actions that media planners take to attain the media objectives</p> <ol style="list-style-type: none"> 1. Media Function 2. Media Strategy 3. Media Policy 4. Media Option <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

37	14101037		2.0	0.00
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		<p>.....media can give 24 hour exposure to the public eye.</p> <ol style="list-style-type: none"> 1. Television 2. Print 3. type writer 4. Flex Board <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

38	14101038	<p>The central theme of an advertisement that motivates the consumer to make a purchase decision is?</p> <ol style="list-style-type: none"> 1. Advertising appeal 2. Advertisement script 3. Slogan 4. Headline <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

39	14101039	<p>.....is a measure of attachment that a consumer has to a brand.</p> <ol style="list-style-type: none"> 1. Brand loyalty 2. Brand association 3. Brand Equity 4. Brand awareness <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

40	14101040		2.0	0.00
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		<p>.....is used heavily when introducing a new product category.</p> <ol style="list-style-type: none"> 1. Promotional advertising 2. Inferential advertising 3. Reminder advertising 4. Informative advertising <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

41	14101041	<p>A pull sales promotion strategy concentrates on the</p> <ol style="list-style-type: none"> 1. Consumer 2. middlemen 3. Producer 4. Sales force <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

42	14101042	<p>.....is the oral communication with potential buyers of a product with the intention of making a sale.</p> <ol style="list-style-type: none"> 1. Personal Selling 2. Direct Marketing 3. Sales Promotion 4. Publicity <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

43	14101043		2.0	0.00
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		<p>Creating image of product in the minds of target group is called</p> <ol style="list-style-type: none"> 1. Marketing 2. Positioning 3. Branding 4. Popularising <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

44	14101044	<p>The cost of printing, media support, artwork and distribution is known as</p> <ol style="list-style-type: none"> 1. Promotion cost 2. Communication cost 3. Fulfilment cost 4. Marketing cost <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

45	14101045	<p>The plan that show time, date and frequency of an advertisement is</p> <ol style="list-style-type: none"> 1. Media Plan 2. Media Schedule 3. Media Time 4. Media Space <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

46	14101046		2.0	0.00
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		<p>The combination of media used for advertising in a target market is</p> <ol style="list-style-type: none"> 1. Media Mix 2. Market-Media Match 3. Media Advertising 4. Media Option <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

47	14101047	<p>An Ad copy that uses the endorsement of a satisfied customer?</p> <ol style="list-style-type: none"> 1. comparative copy 2. reminder copy 3. expository copy 4. testimonial Ad copy <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

48	14101048	<p>Series of advertisement messages that share a single idea or theme is</p> <ol style="list-style-type: none"> 1. Advertisement Campaign 2. Advertisement Group 3. Advertisement Cluster 4. Advertisement Series <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

49	14101049		2.0	0.00
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		<p>Building and maintaining relation with government officials to influence legislation and regulation is a part of</p> <ol style="list-style-type: none"> 1. Direct marketing 2. Indirect marketing 3. Loyalty schemes 4. Public relation <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

50	14101050	<p>Selection of most appropriate cost-effective medium in advertisement is</p> <ol style="list-style-type: none"> 1. Media Buying 2. Media Scheduling 3. Media Purchasing 4. Media Selection <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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