

SEMESTER II REGULAR EXAM -FYBAMMC

Introduction to Advertising

All questions are compulsory .

Each Question 1 Mark

Total Marks - 50.

Time - 1 hour

* Required

1. Email *

2. Student Full Name *

3. Student Roll No. *

4. Student ID *

5. PRN number

MCQs

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6. Different advertisers have _____ needs as far as advertising is concerned *

Mark only one oval.

- ☐ Similar
- ☐ Different
- ☐ Typical
- ☐ Bizarre

7. A corporate campaign focuses on: *

Mark only one oval.

- ☐ Advertising
- ☐ Company's image
- ☐ Products
- ☐ Target audience

8. _____ cannot be the objective of advertising *

Mark only one oval.

- ☐ Creating brand image
- ☐ Announcing new outlets
- ☐ Promoting sales
- ☐ Entertaining commercials

9. _____ is the mode by which the message travels from source to destination *

Mark only one oval.

- ☐ Sender
- ☐ Receiver
- ☐ Channel
- ☐ Feedback

10. Recruitment ads are released in special pages of daily newspaper in _____ sections *

Mark only one oval.

- ☐ Personal
- ☐ Classified
- ☐ Retail
- ☐ Corporate

11. This category also includes catalogues, after care and maintenance manuals etc. *

Mark only one oval.

- ☐ Recruitment
- ☐ Classified
- ☐ Consumer
- ☐ Industrial

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12. This genre gives information of Domestic Violence, HIV , Polio vaccination etc. *

Mark only one oval.

- ☐ Corporate Advertising
- ☐ Subliminal Advertising
- ☐ Advocacy Advertising
- ☐ Public Service Advertising

13. Organization may take a stand on a political issue which they feel could negatively impact it and will release advertisements to voice their position on the issue. *

Mark only one oval.

- ☐ Corporate Advertising
- ☐ Consumer Advertising
- ☐ Advocacy Advertising
- ☐ Public Service Advertising

14. This cannot be the features of Advertising *

Mark only one oval.

- ☐ Ideas, Goods and Services
- ☐ Personal Presentation
- ☐ Identified Sponsor
- ☐ Creates Awareness

15. This is not the benefit of consumer *

Mark only one oval.

- ☐ Market Expansion
- ☐ Better Quality Products
- ☐ Educates the Consumers
- ☐ Saves Time in Shopping

16. This is not the criticism of advertising *

Mark only one oval.

- ☐ Advertising is false, deceptive and misleading
- ☐ Advertising is vulgar in taste
- ☐ Advertising tends to develop monopolies
- ☐ Increases higher Standard of Living

17. Expand ASCI *

Mark only one oval.

- ☐ Advertising Standards Complaints of India
- ☐ Advertising Style Council of India
- ☐ Asia Standards Council of India
- ☐ Advertising Standards Council of India

18. The advertisement should end with a call to _____ a statement that is designed to get an immediate response from the consumer. *

Mark only one oval.

- ☐ Awareness
- ☐ Ability
- ☐ Action
- ☐ Attention

19. Match the stages of Hierarchy of Effects *

Mark only one oval per row.

	the brand needs to differentiate itself from other products	the decision- making stage	The starting point for purchase	the process moves from cognitive to affective behavior	Consumers will quickly move to competitor brands if they do not get the information they want	the most crucial stage of the consumer buying cycle
Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
liking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conviction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Match the Column *

Mark only one oval per row.

	These types of signs can range from being placed on a pole, a monument, or directly on the wall of the business	It is a non-paid form of communication, which is not under the control of the company	Declining Popularity	No Demonstration	used to motivate people to purchase when they think the price is high	placed in on modes public transporta or in pub transporta areas
Publicity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coupons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-premise Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Factors to be considered for magazine Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disadvantages of Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transit Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disadvantages of Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disadvantages of Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. A concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear and consistent message. *

Mark only one oval.

- ☐ IBC
☐ ASCI
☐ IMC
☐ AIDA

22. A set of associations created in the consumer's mind by skillful and sustained advertising and promotion is described as _____ *

Mark only one oval.

- ☐ Positioning
☐ Placing
☐ Advertising
☐ Comparative Advertising

23. The main purpose of the _____ - is to attract the attention of the reader towards the advertisement. *

Mark only one oval.

- ☐ Logo
☐ Copy
☐ Headline
☐ Illustration

24. It refers to the text of the advertising messages. *

Mark only one oval.

- ☐ Caption
- ☐ Body Copy
- ☐ Headline
- ☐ Illustration

25. It is a small catchy phrase used to sum up the advertising message *

Mark only one oval.

- ☐ Slogans
- ☐ Lines
- ☐ Copy
- ☐ Signature

26. It means developing ideas to promote products and services. *

Mark only one oval.

- ☐ Create
- ☐ Creativity
- ☐ Development
- ☐ Promoting

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27. This cannot be the importance of creativity *

Mark only one oval.

- ☐ Creativity helps in advertising to inform
- ☐ Creativity helps advertising to persuade
- ☐ Creativity does not really helps advertising to remind
- ☐ Creativity helps advertising to stand class apart

28. The birth of an idea—the “eureka! I have it” phenomenon can be called as *

Mark only one oval.

- ☐ Illumination
- ☐ Reality
- ☐ Digestion
- ☐ Immersion

29. Appeals use logic, facts, and data to convince consumers to buy products. *

Mark only one oval.

- ☐ Fear
- ☐ Slice of Life
- ☐ Humor
- ☐ Rational

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30. Appeals relate to a person's natural desire to experience romance and appeal to others romantically. *

Mark only one oval.

- ☐ Sex
- ☐ Emotional
- ☐ Slice of Life
- ☐ Rational

31. Appeals can bring up positive memories whenever someone hears a catchy tune in an ad. *

Mark only one oval.

- ☐ Sex
- ☐ Emotional
- ☐ Slice of Life
- ☐ Musical

32. ABC advertising agency does only creative work of its clients. To what category does ABC ad agency belongs to? *

Mark only one oval.

- ☐ Creative boutiques
- ☐ In house agency
- ☐ Full service
- ☐ PR agency

33. A creative Department is divided into 3 sections namely *

Mark only one oval.

- ☐ Media planners, Buyers and Executives
- ☐ Copy , Art and Production
- ☐ Client , Research and Creative Team
- ☐ Visualizer, Layout designer and Media Planner

34. Who Allocates and distributes ad budget sanctioned by the client to different media? *

Mark only one oval.

- ☐ Client Servicing
- ☐ Account planners
- ☐ Media Planners and Buyers
- ☐ Production Team

35. This department connects all the department within the agency and many specialist vendor who supports the agency from outside *

Mark only one oval.

- ☐ Account Executive
- ☐ Media Planners and Buyers
- ☐ Visualizer
- ☐ Layout designer

36. A term used to reflect the intertwining relationships between advertising and entertainment *

Mark only one oval.

- ☐ Advertorial
- ☐ Advertainment
- ☐ Entertainment
- ☐ Advertising

37. Prepare visuals and layouts for press advertisement *

Mark only one oval.

- ☐ Research department
- ☐ PR department
- ☐ Art department
- ☐ Client servicing

38. Perception and reaction to messages happen at the subconscious level, thus manipulating consumers buying behavior *

Mark only one oval.

- ☐ Weasel
- ☐ Subliminal
- ☐ Comparative
- ☐ Shocking

39. A legal way of promoting a product or service through hyperbole or oversized statements that cannot be objectively verified. *

Mark only one oval.

- ☐ Weasel
- ☐ Subliminal
- ☐ Puffery
- ☐ Shocking

40. Violation of social, religious, and political norms can be the example of *

Mark only one oval.

- ☐ Comparative ads
- ☐ Subliminal ads
- ☐ Puffery
- ☐ Controversial ads

41. A form of advertising which is used to promote banned products *

Mark only one oval.

- ☐ Surrogate
- ☐ Subliminal ads
- ☐ Puffery
- ☐ Controversial ads

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