

SEMESTER VI Regular Exam -TYBMM (Advertising) - Legal Environment & Advertising Ethics (4) 2020

All Questions are Compulsory .

Each Question carries 2 Mark's

Total Questions - 25.

Total Marks - 50.

Time - 1 Hour

* Required

1. Email *

2. Student Seat No. *

3. Student Full Name (surname first name middle name) *

4. 1. CE standardised mark stands for *

2 points

Mark only one oval.

- ☐ Conformité Européenne
- ☐ Conform England
- ☐ China Electronics
- ☐ China Exports

5. 2. The commodity which is not a part of Essential Commodities Act * 2 points

Mark only one oval.

- ☐ Foodstuff
- ☐ Petroleum
- ☐ Fertilisers
- ☐ Automobiles

6. 3. The declaration not to be made under the Standard Weight and Measures ACT * 2 points

Mark only one oval.

- ☐ Name of the Manufacturer
- ☐ Photo of the Manufacturer
- ☐ Address of the Manufacture
- ☐ Month and year in which the commodity is manufactured

7. 4. Which among these are not the Hidden Needs by Vance Packard * 2 points

Mark only one oval.

- ☐ Selling Creative outlets
- ☐ Selling Immortality
- ☐ Selling EGO Gratification
- ☐ Selling Desirable Products

8. 5. The magazine of CERC has a suggestion column called as * 2 points

Mark only one oval.

- ☐ Best Buys
- ☐ Aap ki kahani
- ☐ Socho
- ☐ Fact

9. 6. This is not a member of Council for Fair Business Practices *

2 points

Mark only one oval.

- ☐ Mr J.R.D.Tata
- ☐ Mr Ramkrishna Bajaj
- ☐ Mr Arvind Mafatlal
- ☐ Mr S.T Godrej

10. 7. CERC publishes the findings in an-inhouse subscribed magazine called? *

2 points

Mark only one oval.

- ☐ Research magazine
- ☐ New Updates
- ☐ Insight
- ☐ Best Buys

11. 8. This is non-government initiatives *

2 points

Mark only one oval.

- ☐ Grakah Panchayat
- ☐ Standard Weight and Measures Act
- ☐ Panchayat Raj
- ☐ Price Control Act

12. 9. When companies deliberately photoshop the visuals to appear attractive in order to make an immediate impact, it is called as _____ distortions. * 2 points

Mark only one oval.

- ☐ Mental
- ☐ Void
- ☐ Spiritual
- ☐ Visual

13. 10. An Example of Unethical Ad would be * 2 points

Mark only one oval.

- ☐ Car Dealer lowering the price
- ☐ An ad stating One hamburger is the best thing of all
- ☐ An Ad promoting cigarette to small children
- ☐ An attorney advertising for personal injury cases

14. 11. Does not belong to Emblem and Name (Prevention of Improper Use) Act * 2 points

Mark only one oval.

- ☐ Name of United Nation Organisation
- ☐ Pictorial representation of Rashtrapati Bhavan
- ☐ Multinational Companies
- ☐ St John Ambulance Association

15. 12. Role of PrasarBharti *

2 points

Mark only one oval.

- ☐ Promote R&D activities in Radio and Television Broadcast
- ☐ Share Information
- ☐ Unity among the Advertisers
- ☐ Update Consumers about the product

16. 13. CERC stands for *

2 points

Mark only one oval.

- ☐ Central Electricity Regulatory Commission
- ☐ Consumer Education and Research Council
- ☐ Customs Efficiency and Research Society
- ☐ Common Economic Redressal Scheme

17. 14. _____ or Consumer Forum is a social organization, which was registered under co-operative societies act in 1986. *

2 points

Mark only one oval.

- ☐ Gram Panchayat
- ☐ Consumer Community
- ☐ Grahak Panchayat
- ☐ Consumer Channels

18. 15. A consumer has the right to select any goods or services when he buys it. This is called as - * 2 points

Mark only one oval.

- ☐ Right to buy any goods
- ☐ Right to choose
- ☐ Right to safety
- ☐ Right to sell

19. 16. _____ is a bi-monthly news magazine that has been published for over 20 years having articles of general consumer awareness, for CGSI members and general public. * 2 points

Mark only one oval.

- ☐ Manorama
- ☐ Videsh
- ☐ Sandesh
- ☐ Keemat

20. 17. Photo Bleaching is used more often under which method * 2 points

Mark only one oval.

- ☐ Bait and Click
- ☐ Print Clarification
- ☐ False Promises
- ☐ Visual Distortions

21. 18. Dove uses ----- as a means to make customers but their products * 2 points

Mark only one oval.

- ☐ Descriptions
- ☐ Testimonials
- ☐ Celebrities
- ☐ Politicians

22. 19. You see an Ad offering 50% discount when you click on it and try to purchase it ,you realise that it contains shipping charges which increases the total amount making it more expensive .This is an example of * 2 points

Mark only one oval.

- ☐ Visual Distortions
- ☐ False Testimonials
- ☐ Bait and Switch
- ☐ False Promises

23. 20. -----Advertisement made impact on the mind of the customer without having need to buy the product. * 2 points

Mark only one oval.

- ☐ subliminal advertisement
- ☐ Creative advertisement
- ☐ promotional advertisement
- ☐ informative advertisement.

24. 21. No Job in No Logo discusses and highlights *

2 points

Mark only one oval.

- ☐ Each company's goal is to become the dominant force in its respective field.
- ☐ As brands tend to outsource and manufacture from third world countries to save costs and increase profits.
- ☐ Examples of this shift to "anti-brand" branding.
- ☐ A history of peace activism.

25. 22. The Beauty Myth *

2 points

Mark only one oval.

- ☐ The myth of beauty spreads the belief that, woman want to embody it, and that men must want such women.
- ☐ Examination of how our thoughts and feelings are manipulated by business, media and politicians.
- ☐ Reveals how advertisers use psychological methods to tap into our unconscious desires in order to "persuade".
- ☐ Expose the hidden world of "motivation research."

26. 23. What is not a function of Press Council of India *

2 points

Mark only one oval.

- ☐ to help newspapers to maintain their independence
- ☐ to build up a code of conduct of newspapers, news agencies and journalists in accordance with high professional standards
- ☐ to ensure on the part of newspapers, news agencies and journalists, the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship
- ☐ to ensure there is no control over journalistic code of ethics

27. 24. Persuasive advertising becomes _____ advertising when a company directly or indirectly compares its brand to one or more other brands. *
- 2 points

Mark only one oval.

- ☐ Informative
- ☐ Reminder
- ☐ Comparative
- ☐ POP promotion

28. 25. If an advertisement of a burger seems bigger than what it actually is when you buy it, it is; *
- 2 points

Mark only one oval.

- ☐ Surrogate advertising
- ☐ Manipulative advertising
- ☐ Subliminal advertising
- ☐ Ethical advertising

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