

# Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - –Advertising Basics

Course Code - GEMSJ201

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Answer all the questions. Each question carry one mark.

9. 1. The process of purchasing space in the media is

*Mark only one oval.*

- Media Spacing
- Media Scheduling
- Media Purchasing
- Media Buying

10. 2. Advertisement aims at \_\_\_\_\_

*Mark only one oval.*

- Product selling
- Marketing
- Customer relations
- Mass communication

11. 3. The creative desk of an advertising agency consists of

*Mark only one oval.*

- Visualizers & Slogan writers
- Researchers & Marketing people
- Marketing & Slogan writers
- All of them

12. 4. If a company gives a false message to the customers, it is known as

*Mark only one oval.*

- Obscene ads
- Subliminal ads
- Deception
- None of these

13. 5. Raymond™ is a brand who generally goes for \_\_\_\_\_ advertisement

*Mark only one oval.*

- Hard sell
- Soft sell
- Both Hard sell And Soft sell
- None of these

14. 6. For the first time Advertisement appeared in India's 1st newspaper. What was the name of the newspaper?

*Mark only one oval.*

- Samachar Darpan
- The Hindu
- Bengal Gazette
- The Times of India

15. 6. Yehi hai right choice baby, aha- was whose tag line?

*Mark only one oval.*

- Coke
- 7up
- Cadbury
- Pepsi

16. 8. Sunday ho ya Monday, Roz Khao Ande- the National Egg Co-ordination Committee's advertisement is a

*Mark only one oval.*

- Primary Demand Advertising
- Secondary Demand Advertising
- Public Service Advertising
- Direct Action Advertising

17. 9. What can be a major problem for Online advertising?

*Mark only one oval.*

- Low cost
- Connection Speed
- Wider Coverage
- Creative

18. 10. Who is the father of Indian advertising?

*Mark only one oval.*

- Alyque Padamsee
- Piyush Pandey
- R.Balki
- Prahlad Kakkar

19. 11. Series of advertisement messages that share a single idea or theme is

*Mark only one oval.*

- Advertisement Campaign
- Advertisement Group
- Advertisement Cluster
- Advertisement Series

20. 12. The content and context of a message contained in an advertisement are called?

*Mark only one oval.*

- Ad copy
- Script
- Body
- Advertising appeal

21. 13. \_\_\_\_\_ is a measure of attachment that a consumer has to a brand.

*Mark only one oval.*

- Brand loyalty
- Brand association
- Brand Equity
- Brand awareness



22. 14. Advertisement is mass communication. It addresses to masses and its a form of \_\_\_\_\_ communication

*Mark only one oval.*

- Personal
- Direct
- Non-personal
- Indirect

23. 15. An advertising agency constitutes

*Mark only one oval.*

- Creative people, Client himself, Customers
- Media researchers, Consumers & advertisers
- Creative people, Client servicing executives & Media researchers
- None of these

24. 16. The first step in developing an advertising program should be to

*Mark only one oval.*

- Set the advertising budget
- Evaluate advertising campaigns
- Set advertising objectives
- Develop advertising strategy

25. 17. Fevicol advertisements are examples of

*Mark only one oval.*

- Beauty appeal
- Youth appeal
- Humor appeal
- Sex appeal

26. 18. The additional amount of money consumers are willing to pay for a brand is known as

*Mark only one oval.*

- Brand equity
- Brand association
- Brand loyalty
- Brand awareness

27. 19. Which is not the classification of advertising objective?

*Mark only one oval.*

- to inform
- to remind
- to persuade
- to order

28. 20. Save girl child advertisement carries which appeal is it?

*Mark only one oval.*

- Rational appeal
- Youth appeal
- Emotional appeal
- Moral appeal

29. 21. \_\_\_\_\_are distinctive graphic designs used to communicate a product, company, or organization identity

*Mark only one oval.*

- Captions
- Copy
- Logos
- Design

30. 22. Who develops the verbal brand message?

*Mark only one oval.*

- Designers
- Directors
- Copywriters
- Creative directors

31. 23. \_\_\_\_\_ suggest to the consumer that he or she can avoid some negative experience through the purchase and use of a product or through a change in behaviour

*Mark only one oval.*

- Responsibility appeal
- Sex appeals
- Fear appeals
- Family appeals

32. 24. \_\_\_\_\_ is a self-regulatory voluntary organization of the advertising industry

*Mark only one oval.*

- Securities and Exchange Board of India
- Reserve Bank of India (RBI)
- Medical Council of India
- Advertising Standards Council of India (ASCI)

33. 25. Trademark can be used as a domain name

*Mark only one oval.*

- Yes
- No
- Yes in some cases
- None of the above

34. 26. In which type of advertising agency does an advertiser produce its own advertising?

*Mark only one oval.*

- home agency
- agency-of-record
- inhouse agency
- onsite agency

35. 27. Which of the following is considered a social role of advertising?

*Mark only one oval.*

- creates a more rational economy
- can reach a mass audience
- plays an educational role
- makes consumers focus on nonprice benefits

36. 28. The content and context of a message contained in an advertisement are called?

*Mark only one oval.*

- Ad copy
- Script
- Body
- Advertising appeal

37. 29. All of the following methods are used for evaluating advertising effectiveness EXCEPT

*Mark only one oval.*

- Pretest
- Post-test
- Concurrent test
- Marginal test

38. 30. If a company wants to build a good corporate image, it will probably use which of the following marketing communications mix tools?

*Mark only one oval.*

- advertising
- public relations
- direct marketing
- sales promotion

39. 31. A series of actions that media planners take to attain the media objectives

*Mark only one oval.*

- Media Function
- Media Strategy
- Media Policy
- Media Option

40. 32. Point of Purchase Ads are also known as

*Mark only one oval.*

- In-Store Advertising
- Built-in Advertising
- Green Advertising
- Stock Advertising

41. 33. \_\_\_\_\_ allows the prospect to respond directly to the advertiser rather than going through a retailer or other middlemen

*Mark only one oval.*

- Direct advertising
- Indirect advertising
- Instant advertising
- Mixed response advertising

42. 34. Egyptians used \_\_\_\_\_ to make sales messages and wall posters

*Mark only one oval.*

- papyrus
- fabric
- pine
- eucalyptus

43. 35. A \_\_\_\_\_ is a document the advertiser signs agreeing to stop the objectionable advertising without admitting any wrongdoing

*Mark only one oval.*

- Consent decree
- Cease and desist order
- Contempt decree
- Billboard

44. 36. Placement of advertisements inside or outside transportation vehicles is known as

*Mark only one oval.*

- Aerial advertising
- Outdoor advertising
- Transit advertising
- classifieds

45. 37. Series of messages that divide a single idea and theme which make up an integrated marketing [communication.is](#) known as

*Mark only one oval.*

- Advertising
- Advertising research
- Advertising Campaign
- Product placement



46. 38. \_\_\_\_\_ is more commonly used to derive benefit from the associations shaped for a company's brand or image as a result of the support

*Mark only one oval.*

- Product placement
- Advertising
- Sponsorship
- Brand management

47. 39. Any device or word that identifies the origin of the product, the manufacturer details etc is known as

*Mark only one oval.*

- trade name
- brand name
- trademark
- identity

48. 40. \_\_\_\_\_ agencies specialize in endorsement of brands in the various social media platforms like blogs, social network sites, Q&A sites, discussion forums, microblogs etc.

*Mark only one oval.*

- Social media
- User-generated content
- Friend Feed
- Social network service

49. 41. The \_\_\_\_\_ is the foundation of any advertising or marketing campaign

*Mark only one oval.*

- Research
- Target segmentation
- Creative brief
- Media planning

50. 42. OB stands for

*Mark only one oval.*

- Outside Broadcast
- Outdoor Broadcast
- Official Beat
- None of these

51. 43. Media literacy means the ability to

*Mark only one oval.*

- Read and write
- Create professional media
- Understand and use media
- Prepare for a career in media

52. 44. Media buying is the \_\_\_\_\_ of a media plan

*Mark only one oval.*

- identifying
- scheduling
- evaluation
- execution

53. 45. Media \_\_\_\_\_ is a primary goal of advertising media planning and buying

*Mark only one oval.*

- frequency
- efficiency
- flexibility
- reach

54. 46. Interactive media can be best described as

*Mark only one oval.*

- Customized Marketing Messages
- Marketing Communications Mix
- Marketing Mix
- Media that allow two-way messages between company and consumer

55. 47. In terms of media planning, which of the following refers to effective reach?

*Mark only one oval.*

- The duration of an advertising message or campaign over a given period of time
- The average number of times individuals or homes are exposed to the medium
- The total size of the audience for a set of ads or an entire campaign
- A measure of the number or percentage of the audience who receive enough exposures to truly receive the message

56. 48. In media studies "converging" refers to the coming together of

*Mark only one oval.*

- Two or more people, in public
- Different professional ideas about media
- Computer, telephone, and mass media technologies
- Mass media and mass communication

57. 49. In general, newspapers offer \_\_\_\_\_ as a media choice

*Mark only one oval.*

- Low Selectivity
- High Selectivity
- Low impact
- Average impact

58. 50. Gross impressions mean

*Mark only one oval.*

- The percentage of the target audience exposed to a message
- All possible exposures to a given medium at a given time
- Both a and b above
- The standard for a communication message to have an impact on the consumer

59. 51. Good media criticism should always

*Mark only one oval.*

- Reveal negative aspects of media
- Offer analysis based on reason
- Warn us that ads sell us things we don't need
- Condemn our emotional reactions to media

60. 52. Frequency of \_\_\_\_\_ describes the number of times that your advertisement appears in the media

*Mark only one oval.*

- continuity
- exposure
- repetition
- insertion

61. 53. Frequency is defined as?

*Mark only one oval.*

- The total number of duplicated exposures
- Three exposures to the target audience
- All possible exposures to a target audience
- The number of times a reader is exposed to a message

62. 54. Every media plan begins with the \_\_\_\_\_

*Mark only one oval.*

- media objective
- market analysis
- media mix
- media strategy

63. 55. Distribution of message materials from agency to contracted media is called \_\_\_\_\_

*Mark only one oval.*

- media research
- media management
- media traffic
- agency billing

64. 56. Demographics in media planning deal with

*Mark only one oval.*

- The study of populations
- The psychology of the consumer
- The study of media channel
- The study of product

65. 57. Which of the following is not the strength of the television medium?

*Mark only one oval.*

- Cost-Efficient Medium for Reach
- High Initial Production Cost
- High Impact and Dynamic Medium
- High Reach Medium

66. 58. Communication without words

*Mark only one oval.*

- Mass communication
- Visual Communication
- Non-Verbal communication
- None of these

67. 59. An effective media strategy requires a degree of \_\_\_\_\_

*Mark only one oval.*

- continuity
- media mix
- flexibility
- discontinuous

68. 60. Advertising media do not operate in a vacuum: they must be part of the overall \_\_\_\_\_ and advertising plans

*Mark only one oval.*

- marketing
- media
- corporate
- campaign

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