

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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