

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

Course Name - –Professional Advertising

Course Code - MMSJC202

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*Mark only one oval.*

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Answer all the questions. Each question carry one mark.

9. 1. Aishwarya Rai Bachan endorsing L'Oreal is an example of which appeal?

*Mark only one oval.*

- Rational appeal
- Beauty appeal
- Sex appeal
- Emotional appeal

10. 2. Which is not the classification of advertising objective?

*Mark only one oval.*

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

11. 3. If you have Virat Kohli to endorse a brand, which of the following will be more appropriate for him?

*Mark only one oval.*

- Beauty Soap
- Travel bag
- Detergent powder
- Sports shoes

12. 4. Printed matter that runs over the edges of an outdoor board or a page leaving no margin is known as

*Mark only one oval.*

- Bleed
- Solus
- Broadsheet
- Classified

13. 5. If "Sony tries to convince consumers that its brand of computer disks are the best quality for the money, it is using which of the following forms of advertising?

*Mark only one oval.*

- Informative advertising
- Psychological advertising
- Reminder advertising
- Persuasive advertising

14. 6. Which of the following is more of personal medium of advertisement?

*Mark only one oval.*

- Internet Advertisement
- Broadcast Media
- Direct Mail Advertising
- Print Media

15. 7. Axe body spray ads are examples of \_\_\_\_\_

*Mark only one oval.*

- Sex appeal
- Humor appeal
- Rational appeal
- Beauty appeal

16. 8. The melody song of Nerolac “jab ghar ki raunak badani ho” - is known as Nerolac’s

*Mark only one oval.*

- Copy
- Jingle
- Slogan
- Headline

17. 9. The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as

*Mark only one oval.*

- appeal
- need
- demand
- desire

18. 10. \_\_\_\_\_ is an elaborate booklet, usually bound with a special cover.

*Mark only one oval.*

- Leaflet.
- Brochure.
- Pamphlet.
- Hoarding

19. 11. Creating image of product in the minds of target group is called

*Mark only one oval.*

- Marketing
- Positioning
- Branding
- Popularising

20. 12. The advertisement of newspaper has a very short life span of

*Mark only one oval.*

- One day
- One week
- One month
- One year

21. 13. “Har ek friend zaroori hota hai”-Airtel ad is an example of which appeal?

*Mark only one oval.*

- Music appeal
- Romance appeal
- Adventure appeal
- Masculine appeal



22. 14. \_\_\_\_\_ is an association of the largest advertising agencies throughout the United States, controls agency practices by denying membership to any agency judged unethical

*Mark only one oval.*

- American Association of Advertising Agencies
- American Advertising Federation
- Association of National Advertisers
- Federal Communications Commission

23. 15. \_\_\_\_\_ is the number of people or households who are exposed to a medium. \_\_\_\_\_.

*Mark only one oval.*

- Audience.
- Market.
- Target.
- None of these

24. 16. An advertising copy containing technical specifications of product is known as

*Mark only one oval.*

- Descriptive copy
- Narrative copy
- Scientific copy
- Topical copy

25. 17. "Save girl child" advertisement carries which appeal is it?

*Mark only one oval.*

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

26. 18. \_\_\_\_\_ is the material abounding to the magazine or newspaper to use in the production of the advertisement.

*Mark only one oval.*

- Artwork
- Data
- Copy
- Text

27. 19. A strap line is a British term used as a less important sentence attached to a \_\_\_\_\_ name.

*Mark only one oval.*

- Product placement
- Brand.
- Advertising
- Brand management.

28. 20. Which of the following is the most popular print media available to advertiser?

*Mark only one oval.*

- Magazine
- Pamphlet
- Emails
- Newspaper

29. 21. A hard sell advertisement has to have \_\_\_\_\_ in it.

*Mark only one oval.*

- Product specification
- Brand's address, Ph no: & website.
- Exciting offer with dead line
- Exciting offer without dead line

30. 22. Advertising can be succeed only when there is

*Mark only one oval.*

- Well communication
- Gain attention
- Gain trust of the customer
- All of them

31. 23. The type of appeal which is related to a person's psychological and social needs for purchasing products and services?

*Mark only one oval.*

- Rational appeal
- Emotional appeal
- Moral appeal
- Humour appeal

32. 24. A corporate unit may provide equipment for a famous sportsperson or sports team in exchange for \_\_\_\_\_

*Mark only one oval.*

- Advertising.
- Brand.
- Brand management
- Product placement.

33. 25. The first step in developing an advertising program should be to:

*Mark only one oval.*

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

34. 26.The content and context of a message contained in an advertisement is called?

*Mark only one oval.*

- Ad copy
- Script
- Body
- Advertising appeal

35. 27. Types of advertising can be

*Mark only one oval.*

- Paid
- Non-paid
- both paid & non-paid
- None of them

36. 28. The combination of media used for advertising in a target market is

*Mark only one oval.*

- Media Mix
- Media Advertising
- Market-Media Match
- Media Option

37. 29. Dividing the market based on age, income, educational qualification, is known as

*Mark only one oval.*

- profile
- census
- target audience
- demography

38. 30. Keeping consumers thinking about the product is the objective for which type of advertising?

*Mark only one oval.*

- Informative advertising.
- Psychological advertising.
- Reminder advertising.
- Persuasive advertising.
- None of these

39. 31. Independent organization of creative people for advertisement and promotional tools are called

*Mark only one oval.*

- Advertisement Makers
- Advertisement Creators
- Advertisement Developers
- Advertisement Agency

40. 32. An advertising objective is classified by its primary purpose which is, to inform, persuade or \_\_\_\_.

*Mark only one oval.*

- Encourage
- Explain
- Discourage
- Remind

41. 33. 'Raymond' is a brand who generally goes for \_\_\_\_\_ advertisement.

*Mark only one oval.*

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

42. 34. Handwritten posters in the sixteenth and the seventeenth century which are considered to be the forerunners of advertising are

*Mark only one oval.*

- pamphlets
- siquis
- billboards
- brochures

43. 35. Compensation to a salesperson, agency, etc., as a percent of their sales, is known as \_\_\_\_\_.

*Mark only one oval.*

- Replication.
- Implication.
- Commission.
- Expansion

44. 36. The process of purchasing space in a media is

*Mark only one oval.*

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

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

*Mark only one oval.*

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



46. 38. A print advertising copy must have this/these in it

*Mark only one oval.*

- Headline which create curiosity
- Headline with self-interest
- Headline carries news of product
- all of them

47. 39. Television advertising that include a telephone numeral for ordering is an example of\_\_\_\_\_.

*Mark only one oval.*

- Direct-response advertising.
- Telemarketing
- Straight mail.
- Teleconference

48. 40.A specific period of broadcast commercial time offered for sale by a station or network for sponsorship is \_\_\_\_\_.

*Mark only one oval.*

- Usage.
- Availability.
- Durability.
- Primary availability

49. 41. Who is the “father” of “Indian advertising”?

*Mark only one oval.*

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

50. 42. To introduce the new products to world of consumers is the main goal of

*Mark only one oval.*

- Entertainment
- Advertising
- Boost the sales
- Online marketing

51. 43. “Britania khao, World-Cup jao” is an example of which ad copy?

*Mark only one oval.*

- Colloquial copy
- Topical copy
- Descriptive copy
- Humorous copy

52. 44. \_\_\_\_\_ is commercially significant news regarding a product/service, which appears in the commercial media at no cost to the business. It is not considered to be advertising

*Mark only one oval.*

- Publicity
- Public relations
- Advertising tools
- Promotion

53. 45. Placement of advertisements inside or outside transportation vehicles is known as

*Mark only one oval.*

- Aerial advertising.
- Outdoor advertising
- Transit advertising
- classifieds

54. 46. AIDA stands for Awareness, \_\_\_\_\_, Desire and \_\_\_\_\_

*Mark only one oval.*

- Interest; Action
- Idea; Approach
- Intensity; Appeal
- Involvement; Appeal

55. 47. "Zoozoos" mascot is related to which brand?

*Mark only one oval.*

Airtel

Vodafone

Jio

Idea

56. 48. U. S. P. (Unique Selling Proposition) means:

*Mark only one oval.*

A product that can sell

A feature similar to that of the competitor's product/brand

A feature present only in one product/brand

A feature that cannot be altered

57. 49. Copywriting is the act of writing copy for the purpose of selling or marketing a \_\_\_\_\_, business, or idea.

*Mark only one oval.*

price

product

material

concept

58. 50. Axe body spray ads are examples of \_\_\_\_\_

*Mark only one oval.*

- Rational appeal
- Sex appeal
- Deception
- Fear appeal

59. 51. Advertising is an important source of revenue to \_\_\_\_\_

*Mark only one oval.*

- Advertisers
- Public
- Media
- Government

60. 52. What is the overall objective of advertising?

*Mark only one oval.*

- To build customer relationship
- To build public relationship
- To build personal relationship
- To build media relationship

61. 53. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?

*Mark only one oval.*

- Advertising
- Personal selling
- Public relations
- Sales promotion

62. 54. Advertising is affected by \_\_\_\_\_ forces

*Mark only one oval.*

- Economic.
- Social.
- Technological.
- All of these

63. 55. Independent organization of creative people for advertisement and promotional tools are called

*Mark only one oval.*

- Advertisement Makers
- Advertisement Creators
- Advertisement Developers
- Advertisement Agency

64. 56. The central theme of an advertisement that motivates the consumer to make a purchase decision is

*Mark only one oval.*

- Advertising appeal
- Advertisement script
- Slogan
- Headline

65. 57. A product in maturity stage will often require \_\_\_\_\_ advertising.

*Mark only one oval.*

- Reminder advertising
- Informative advertising
- Institutional advertising
- Option 4

66. 58. "Save drinking water"- is an example of which type of advertisement?

*Mark only one oval.*

- Industrial ad
- Educational ad
- Public service ad
- Financial ad

67. 59. The \_\_\_\_\_ is the foundation of any advertising or marketing campaign.

*Mark only one oval.*

- Research.
- Target segmentation
- Creative brief
- Media planning

68. 60. When a number of advertisements are published in the newspaper in series and in regular intervals are called

*Mark only one oval.*

- Monopoly in market
- Feedback mechanism
- Boosting the sales
- Teaser advertisements

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