

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

Course Name - –Elements of Advertising in Print Media

Course Code - BMW203

\* You can submit the form ONLY ONCE.

\* Fill the following information for further process.

\* Required

1. Email \*

---

2. Name of the Student \*

---

3. Enter Full Student Code \*

---

4. Enter Roll No \*

---

5. Enter Registration No \*

---

6. Enter Course Code \*

---

7. Enter Course Name \*

---

8. \*

*Mark only one oval.*

- Diploma in Pharmacy
- Bachelor of Pharmacy
- B.TECH.(CSE)
- B.TECH.(ECE)
- BCA
- B.SC.(CS)
- B.SC.(BT)
- B.SC.(ANCS)
- B.SC.(HN)
- B.Sc.(MM)
- B.A.(MW)
- BBA
- [B.COM](#)
- B.A.(JMC)
- BBA(HM)
- BBA(LLB)
- B.OPTOMETRY
- B.SC.(MB)
- B.SC.(MLT)
- B.SC.(MRIT)
- B.SC.(PA)
- LLB
- [B.SC\(IT\)-AI](#)
- B.SC.(MSJ)
- Bachelor of Physiotherapy
- B.SC.(AM)
- Dip.CSE
- Dip.ECE
- [DIP.EE](#)
- DIP.CE

- [DIP.ME](#)
- PGDHM
- MBA
- M.SC.(BT)
- M.TECH(CSE)
- LLM
- M.A.(JMC)
- M.A.(ENG)
- M.SC.(MATH)
- M.SC.(MB)
- MCA
- M.SC.(MSJ)
- M.SC.(AM)
- M.SC.CS)
- M.SC.(ANCS)
- M.SC.(MM)
- B.A.(Eng)

Answer all the questions. Each question carry one mark.

9. 1. Which of the following is not a type of Brand Loyalty status?

*Mark only one oval.*

- Hard Core Loyalty
- Split Loyalty
- Soft Core Loyalty
- Switchers

10. 2. Which of the following is not a component of 4P concept?

*Mark only one oval.*

- Profit
- Price
- Place
- Promotion

11. 3. What does 'S' stand for in AIDAS Model?

*Mark only one oval.*

- Source
- Satisfaction
- Sale
- None

12. 4. ASCI stands for \_\_\_\_\_ .

*Mark only one oval.*

- Advertising Standards Committee of India
- Advertising Standards Cell of India
- Advertising System Council of India
- Advertising Standards Council of India

13. 5. Advertising is an audio or visual form of\_\_\_\_\_.

*Mark only one oval.*

- marketing communication
- marketing
- communication
- None

14. 6. Which of the following phrases are associated with Advertising?

*Mark only one oval.*

- marketing communication
- openly sponsored
- non-personal message
- All of these

15. 7. The Advertising Agency O&M was founded in the year 1948 by\_\_\_\_\_.

*Mark only one oval.*

- David Ogilvy
- David Copperfield
- David Boon
- David Ohlms

16. 8. Advertising is a marketing communication that sells \_\_\_\_\_.

*Mark only one oval.*

- Product
- Product and Service
- Product, Service and Ideas
- None

17. 9. \_\_\_\_\_ refers to the long term association of a consumer with a particular brand of product or service.

*Mark only one oval.*

- Brand Preference
- Brand Loyalty
- Brand Merchandising
- None

18. 10. Prolonged Brand Preference leads to \_\_\_\_\_.

*Mark only one oval.*

- Brand Preference
- Brand Loyalty
- Brand Merchandising
- None

19. 11. \_\_\_\_\_ advertising campaign holds the World record for being the longest active advertising campaign.

*Mark only one oval.*

- Amul Butter
- Air India
- Pepsi
- Coke

20. 12. Who is the creator of Amul Butter Campaign?

*Mark only one oval.*

- Rahul da Cunha
- Sylvester da Cunha
- David Ogilvy
- None

21. 13. Maharaja the mascot of Air India was created by\_\_\_\_\_.

*Mark only one oval.*

- Mudra Communications
- JWT
- O&M
- None



22. 14. The Advertising agency behind the Amul Butter campaign is\_\_\_\_\_.

*Mark only one oval.*

- JWT
- Da Cunha Communications
- Mudra Communications
- None

23. 15. \_\_\_\_\_ is regarded as the father of Advertising.

*Mark only one oval.*

- Rahul Da Cunha
- Sylvester Da Cunha
- David MacKenzie Ogilvy
- Michael Angelo

24. 16. Advertising aims to\_\_\_\_\_.

*Mark only one oval.*

- Sell Idea
- Sell Product
- Sell Services
- All of these

25. 17. Static, Mobile and Digital are variations of the \_\_\_\_\_.

*Mark only one oval.*

- Newspaper
- Jingles
- Billboard
- Brochure

26. 18. \_\_\_\_\_ Advertising can be defined as the display elements that we find on and around the street to promote the brands and display the advertising messages on the go.

*Mark only one oval.*

- Bus Back
- Street Furniture
- Roadside Advertisement
- Bus pack advertisement

27. 19. \_\_\_\_\_ is a form of Outdoor advertising where advertisements are placed on the modes of public transportation or in public transportation areas.

*Mark only one oval.*

- Street Furniture Advertising
- Billboard Advertising
- Glow Sign Advertising
- Transit Advertising

28. 20. What does USP stands for?

*Mark only one oval.*

- Universal Selling Point
- Unique Selling Point
- Unique Sales Profit
- None of these

29. 21. Which of the following is true for Newspaper Media of Advertising?

*Mark only one oval.*

- It has a short lifespan
- It has a long lifespan
- It is highly Segmented
- None

30. 22. What does FMCG stands for? \_\_\_\_\_

*Mark only one oval.*

- Fast Marketing Cost Goal
- Fast Marketing Consumer Goods
- Fast Melting Consumer Goods
- Fast Moving Consumer Goods

31. 23. Soft sell advertisements are \_\_\_\_\_.

*Mark only one oval.*

- Electronic advertisement
- Advertisement without Offers
- Kind of 'Cell advertisements'
- None

32. 24. Hard sell advertisements are \_\_\_\_\_.

*Mark only one oval.*

- Advertisement with Deadline
- Advertisement with Offers
- Advertisement with Deadline and Advertisement with Offers.
- None

33. 25. \_\_\_\_\_ are a form of disguised advertising.

*Mark only one oval.*

- Street Furniture
- Transit Advertising
- Guerilla Advertising
- None

34. 26. Which of the following product is an example of Global advertisement?

*Mark only one oval.*

- Sunrise Mustard Powder
- Indian Railways
- Anjali Jewellers
- Coke

35. 27. Which of the following is an example of Retail advertisement?

*Mark only one oval.*

- Pepsi
- Coke
- Big Bazar
- DHL

36. 28. \_\_\_\_\_ is an instruction to the audience designed to provoke an immediate response.

*Mark only one oval.*

- Call to Action
- Unique Selling Point
- Call to Home
- None

37. 29. Which of the following is not an element of Advertisement?

*Mark only one oval.*

- Headline
- Sponsor's Name and Logo
- Call to Action
- Footline

38. 30. This type of Headline makes a bold positive statement which is clear and direct.

*Mark only one oval.*

- Commanding
- Declarative
- Interrogative
- None

39. 31. Which of the following is the function of Headline?

*Mark only one oval.*

- Grab Attention of Viewers
- Stimulate Viewer's Interest
- Presents the gist of the Advertisement
- All of these

40. 32. Testimonial headline can be created by:

*Mark only one oval.*

- A Famous person
- Any common man
- Any professional
- All of them

41. 33. This type of headline is presented in the form of news.

*Mark only one oval.*

- Commanding
- Declarative
- Interrogative
- News

42. 34. \_\_\_\_\_ can be defined as getting a group of consumers seeking a unique mix of benefits.

*Mark only one oval.*

- Indirect Marketing
- Disguised Marketing
- Niche Marketing
- None

43. 35. Body Text should be written in :

*Mark only one oval.*

- Serif Font
- Sans Serif Font
- Helvetica Font
- None

44. 36. Red is also a colour for\_\_\_\_\_.

*Mark only one oval.*

- Sorrow
- Appetite
- Despair
- None

45. 37. Helvetica is a font of \_\_\_\_\_.

*Mark only one oval.*

- 19th Century
- 20th Century
- First World War
- None



46. 38. The age of a daily news paper is \_\_\_\_\_.

*Mark only one oval.*

- Two hours
- Twenty Four hours
- One Month
- One Year

47. 39. \_\_\_\_\_ is a false visual perception seeing something other than what is really there.

*Mark only one oval.*

- Proportion
- Illusion
- Optical Illusion
- Graphic design

48. 40. \_\_\_\_\_ is the process of organizing and composing words and images to create a message

*Mark only one oval.*

- illusion
- optical illusion
- Graphic design
- expression

49. 41. \_\_\_\_ is a color scheme that uses colors that sit side by side on the color wheel and have a common hue

*Mark only one oval.*

- color scheme
- Monochromatic color scheme
- Triad color scheme
- Analogous color scheme

50. 42. \_\_\_\_\_ durable metal type invented by Johann Gutenberg, made from a combination of lead, tin, and antimony

*Mark only one oval.*

- movable type
- value
- logotype
- tonality

51. 43. \_\_\_\_\_ classifies a color as either warm or cool

*Mark only one oval.*

- template
- trademark
- temperature
- texture

52. 44. \_\_\_\_ element of art, refers to the emptiness or area between, around, above, below, or within objects.

*Mark only one oval.*

- Value
- Shade
- Space
- Line

53. 45. \_\_\_\_\_ are line, shape, form, color, value, space, and texture

*Mark only one oval.*

- bubbleThe elements of art
- Temperature
- 3 Components of color
- The elements of art/design

54. 46. \_\_\_\_\_ are the guiding principles that are used to help organize the elements of art or design.

*Mark only one oval.*

- Principles of design
- Graphic design
- The elements of art/design
- optical illusion

55. 47. \_\_\_\_\_ creates a very casual or natural effect.

*Mark only one oval.*

- Asymmetrically balance
- after image
- Symmetrical balance
- Primary colors

56. 48. \_\_\_\_ is the act of organizing the elements of artwork into a harmoniously unified whole.

*Mark only one oval.*

- expression
- motif
- composition
- proportion

57. 49. \_\_\_\_ are simple signatures carved in wood, dipped in ink, and pressed onto paper or canvas – to identify their work.

*Mark only one oval.*

- watermark
- trademark
- closure
- chop marks

58. 50. \_\_\_\_ is the appearance of a color that is affected by the colors that surround it.

*Mark only one oval.*

- Signage system
- Simultaneous contrast
- Abstract
- Primary colors

59. 51. \_\_\_\_ is a false belief about something you see.

*Mark only one oval.*

- closure
- value
- illusion
- line

60. 52. \_\_\_\_ is the relative lightness or darkness of a color.

*Mark only one oval.*

- Value
- Balance
- Space
- Variety

61. 53. \_\_\_\_\_ is a special type of formal balance in which two halves of a composition/design are perfectly balanced.

*Mark only one oval.*

- neutrals
- Primary colors
- Symmetrical balance
- symbol

62. 54. \_\_\_\_\_ is a plan for organizing colors.

*Mark only one oval.*

- Color wheel
- Color scheme
- Composition
- Closure

63. 55. \_\_\_\_\_ is parts of the artwork that appear farthest away from the viewer.

*Mark only one oval.*

- background
- foreground
- harmony
- pictographs

64. 56. \_\_\_\_ is the 3-dimensional space that an object occupies.

*Mark only one oval.*

- motif
- line
- space
- form

65. 57. \_\_\_\_\_ is the creation of unity by stressing similarities of separate but related part in a work of art/design.

*Mark only one oval.*

- branding
- variety
- movement
- harmony

66. 58. \_\_\_\_\_ is the practice of establishing a memorable reputation for a product or a company.

*Mark only one oval.*

- Tint
- Balance
- Branding
- Line

67. 59. \_\_\_\_\_ is the emotional, cultural, or social content of a design

*Mark only one oval.*

- intensity
- branding
- engravings
- expression

68. 60. Which colour is suitably used for advertising Medical facilities?

*Mark only one oval.*

- Black
- White
- Green
- Red

69. 61. A principle of perception is \_\_\_\_\_?

*Mark only one oval.*

- Complementary color scheme
- closure, emphasis, expression, and dynamics
- Monochromatic color scheme
- Split Complement color scheme



70. 62. Value is also referred to as \_\_\_\_\_

*Mark only one oval.*

- line
- tint
- color
- tone

71. 63. \_\_\_\_\_ is the tendency to complete partial forms or shapes by seeing lines that do not exist.

*Mark only one oval.*

- value
- line
- form
- closure

72. 64. \_\_\_\_\_ is a representation or a name in a particular typeface.

*Mark only one oval.*

- Shape
- Logotype
- Line
- None

73. 65. \_\_\_\_\_ means that in a work of art/ design everything works together or look as if it is an integral part of art/design.

*Mark only one oval.*

- Variety
- Unity
- Value
- Tint

74. 66. Images or words added to paper as it is made, which can be seen only when the paper is held up to a strong light is \_\_\_\_\_?

*Mark only one oval.*

- movement
- template
- texture
- watermark

75. 67. \_\_\_\_\_ is a color scheme that uses only one hue (color) and the values, tints, and shades of that hue.

*Mark only one oval.*

- Split Complement color scheme
- Complementary color scheme
- Triad color scheme
- Monochromatic color scheme

76. 68. \_\_\_\_\_ is a small box with a lens on one side with which early photographs were taken.

*Mark only one oval.*

- camera obscure
- watermark
- temperature
- color

77. 69. \_\_\_\_\_ the equalization of visual forces in a work of art

*Mark only one oval.*

- Balance
- Line
- Shape
- Value

78. 70. \_\_\_\_\_ is the spectrum bent into a wheel for the purpose of understanding color and relationships between colors.

*Mark only one oval.*

- Color wheel
- color
- None
- color scheme

---

This content is neither created nor endorsed by Google.

Google Forms

