

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

Course Name - Advertising & PR

Course Code - BJMCC401

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- M.SC.(MM)
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Answer all the questions. Each question carry one mark.

9. 1. Who is the “father” of “Indian advertising”?

Mark only one oval.

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

10. 2. It is popularly known as free form of promotion

Mark only one oval.

- Advertisement
- Publicity
- Personal Selling
- Marketing

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

Mark only one oval.

- Marketing
- Positioning
- Branding
- Popularising

12. 4. The process of purchasing space in a media is

Mark only one oval.

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

13. 5. Series of advertisement messages that share a single idea or theme is

Mark only one oval.

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

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

Mark only one oval.

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

16. 8. 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

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

Mark only one oval.

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

18. 10. The content and context of a message contained in an advertisement is called?

Mark only one oval.

- Ad copy
- Script
- Body
- Advertising appeal

19. 11. Advertising is an important source of revenue to ____

Mark only one oval.

Advertisers

Public

Media

Government

20. 12. Advertisement aims at _____

Mark only one oval.

Product selling

Marketing

Customer relations

Mass communication

21. 13. 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

22. 14. AIDA stands for Awareness, _____, Desire and _____

Mark only one oval.

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

23. 15. _____ is a measure of attachment that a consumer has to a brand.

Mark only one oval.

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

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

Mark only one oval.

- Entertainment
- Advertising
- Boost the sales
- Online marketing

26. 18. The best advertisement is

Mark only one oval.

- By emails
- Print media
- Television
- A satisfied customer

27. 19. The advertisement of newspaper has a very short life span of

Mark only one oval.

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

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

Mark only one oval.

- Magazine
- Pamphlet
- Newspaper
- Emails

29. 21. Advertising influences the mind of the consumers by creating desire and taste for

Mark only one oval.

- Old products
- New products
- Same products
- Different products

30. 22. Advertisement is a mass communication. It addresses to masses and it's a form of _____ communication.

Mark only one oval.

- Personal
- Non personal
- Direct
- Indirect

31. 23. Which aspect of a product is a customer not required to know?

Mark only one oval.

- About the product
- Age of seller
- Advantages of the product
- Value for money

32. 24. Which of these media is not used for advertisement?

Mark only one oval.

- Newspapers
- Magazines
- Billboards
- Notebooks

33. 25. Which of these media needs a script for an advertisement?

Mark only one oval.

- Newspaper advertisements
- Classified advertisements
- Radio
- Magazine

34. 26. An advertising agency constitutes

Mark only one oval.

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

35. 27. 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

36. 28. Advertising research is usually carried out with

Mark only one oval.

- buyers of the product
- users of the product.
- the target audience
- shareholders

37. 29. What is the full form of USP?

Mark only one oval.

- Uniform selling point.
- Unique selling point.
- Universal selling point
- United selling point

38. 30. _____ media can give 24 hour exposure to the public eye.

Mark only one oval.

- T.V
- Print
- Internet
- Flex Board

39. 31. The plan that show time, date and frequency of an advertisement is

Mark only one oval.

- Media Schedule
- Media Plan
- Media Time
- Media Space

40. 32. Which of the following is not an Advertising agency in India?

Mark only one oval.

- Mudra
- Hindustan Lever
- Hindustan Thompson Associates
- Lowe Lintas

41. 33. Suppose, a new Big Bazar store is opening in Barasat and giving its ad- would be a

Mark only one oval.

- National Advertising
- Local Advertising
- Global Advertising
- None of them

42. 34. What is the full form of ASCI?

Mark only one oval.

- Advertising Standards Council of India
- Advertising School Council of India
- Advertising Standards Council of Industry
- Advertising School of Council Industry

43. 35. Coca-cola is a _____ brand

Mark only one oval.

- Local Brand
- Regional Brand
- National Brand
- International Brand

44. 36. A new Car is planning its advertising. Which ad copy would be the best option for it?

Mark only one oval.

- Narrative copy
- Scientific copy
- Questioning copy
- Humorous copy

45. 37. 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

46. 38. Who was the 1st Mascot of Indian Advertising Industry?

Mark only one oval.

- The Amul Girl
- The Maharaja
- ZooZoos
- Fido Dido

47. 39. Who is Not a key player of advertising industry?

Mark only one oval.

- The Advertiser
- The Advertising agency
- Retailer
- Media

48. 40. Which brand signed the first Indian Film Actress to endorse their product?

Mark only one oval.

- Lux
- Surf
- Vicks
- Amul

49. 41. Through which brand Alyque Padamsee became a legend in the advertising fraternity?

Mark only one oval.

- Lux
- Liril
- Surf
- Nirmas

50. 42. Which male actor was the 1st to endorse a body soap advertisement in India?

Mark only one oval.

- Rajesh Khanna
- Amitabh Bachhan
- Vinod Khanna
- Milind Suman

51. 43. "Yehi hai right choice baby, aha"- was who's tag line?

Mark only one oval.

- Coke
- 7up
- Cadbury
- Pepsi

52. 44. "Use sanitizer and mask to prevent corona virus"- if this is a concept of an ad, then what kind of advertisement is it?

Mark only one oval.

- Public Service Advertisement
- Humorous
- Emotional
- Scientific

53. 45. Pepsi, Coke are examples of

Mark only one oval.

- National Advertising
- Local Advertising
- Global Advertising
- All of them

54. 46. For say, Barasat Big Bazaar doing an ad for its special on store discount. So, what kind of ad it will be?

Mark only one oval.

- Global Advertising
- Local Advertising
- National Advertising
- None of them

55. 47. "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

56. 48. If you are making an ad on "against smoking", which appeal will you choose?

Mark only one oval.

- Romantic appeal
- Youth appeal
- Fear appeal
- Rational appeal

57. 49. Billboards are used for -

Mark only one oval.

- Print Media advertising
- Outdoor advertising
- Electronic Media advertising
- Direct Mail advertising

58. 50. U. S. P. 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

59. 51. The PRSA Member Code of Ethics is example of ethics code.....

Mark only one oval.

- an organizational
- a professional
- a societal
- a personal

60. 52. Virtual organizations are a challenge to ethical behavior because

Mark only one oval.

- they don't really exist
- participants may have differing values
- they are multinational
- they are illegal

61. 53. When someone tells you “We’ve always done things that way,” it is likely that person is following

Mark only one oval.

- a logistical plan
- a standing plan
- a flexible plan
- an ad hoc plan

62. 54. What’s the best advice for a news conference?

Mark only one oval.

- Don’t do it if alternatives such as a news release would work as well.
- Invite only media you know are friendly.
- Have refreshments for reporters.
- Have hot coffee on hand.

63. 55. When conducting a news conference, it is a good idea to

Mark only one oval.

- limit the session to one hour
- begin with a prepared statement
- rehearse your presenters
- All of these

64. 56. Writing for the web is different from writing for a printed page because

Mark only one oval.

- computer users are more sophisticated than traditional print users
- the Internet provides unlimited space for detail
- computer screens are harder to read than the printed page
- Both (computer users are more sophisticated than traditional print users) and (the Internet provides unlimited space for detail)

65. 57. Most crises are

Mark only one oval.

- unavoidable
- time consuming
- predictable
- disastrous

66. 58. The first step in the cross-cultural communications process is.....

Mark only one oval.

- testing
- awareness
- advocacy
- diversity

67. 59. Expression associated with the normal conduct of a democracy is known as speech.

Mark only one oval.

- democratic
- free
- absolute
- political

68. 60. is how the United Nations describes as “the growing interdependence of the world’s people through shrinking space, shrinking time, and disappearing borders?”

Mark only one oval.

- McLuhanism
- Globalization
- Socialism
- Darwinism

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