

# Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Elements of Advertising in Print Media

Course Code - BMW203

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Answer all the questions. Each question carry one mark.

9. 1. Which of the following is not a component of the 4P concept?

*Mark only one oval.*

- Profit
- Price
- Place
- Promotion

10. 2. ASCI stands for \_\_\_\_\_ .

*Mark only one oval.*

- Advertising Standards Committee of India
- Advertising Standards Commission of India
- Advertising Standards Council of India
- None

11. 3. Advertising is an audio or visual form of

*Mark only one oval.*

- marketing communication
- marketing
- communication
- None of these

12. 4. \_\_\_\_\_ is a business dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for its clients.

*Mark only one oval.*

- Corporate House
- Market
- Advertising Agency
- None of these

13. 5. Which of the following is a famous Advertising Agency of India?

*Mark only one oval.*

- Cadbury
- McCann-Erickson India Ltd
- Amul India
- Revlon

14. 6. What is the full form of PLC?

*Mark only one oval.*

- Product Life Cycle
- Product List Cycle
- Post Loss Cost
- None of these

15. 7. The Advertising agency behind the Amul Butter campaign is

*Mark only one oval.*

- JWT
- Da Cunha Communications
- Mudra Communications
- None of these

16. 8. What does FMCG stands for?

*Mark only one oval.*

- Fast Marketing Cost Goal
- Fast Moving Cost Goal
- Fast Moving Consumer Goods
- None

17. 9. Advertising aims to

*Mark only one oval.*

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

18. 10. \_\_\_\_\_ is a type of advertising that appears as copy based messages under specific categories like Job, Matrimonial, Real Estate, etc.

*Mark only one oval.*

- Display Advertisement
- Retail Advertisement
- Endorsement Advertisement
- Classified Advertisement

19. 11. OOH is the short form of

*Mark only one oval.*

- Outdoor Open Home
- Over the House
- Out of Home
- None of these

20. 12. \_\_\_\_\_ 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

21. 13. What does USP stand for?

*Mark only one oval.*

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

22. 14. Soft sell advertisements are \_\_\_\_\_.

*Mark only one oval.*

- Advertisement without Offers
- Advertisement with Offers
- Advertisement with Deadlines
- None of these



23. 15. Hard sell advertisements are

*Mark only one oval.*

- Advertisement with Deadline
- Advertisement with Offers
- Pressurizes the consumer to buy
- All of these

24. 16. Which of the following is an example of a Retail advertisement?

*Mark only one oval.*

- Pepsi
- Coke
- Big Bazar
- DHL

25. 17. 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 of these

26. 18. This style of Headline urges the reader to some action.

*Mark only one oval.*

- Commanding
- Declarative
- Interrogative
- None of these

27. 19. Testimonial Advertisement is also called \_\_\_\_\_

*Mark only one oval.*

- Endorsement advertisement
- Prestige Advertisement
- Indirect Advertisement
- None of these

28. 20. \_\_\_\_\_ are a form of disguised advertising.

*Mark only one oval.*

- Guerilla Advertising
- Street Furniture Advertising
- Transit Advertising
- None of these

29. 21. It is a gimmick that attracts the viewer due to its unusualness.

*Mark only one oval.*

- Indirect headline
- Direct headline
- Interlinked headline
- None of these

30. 22. Which of the following is a function of an image in Advertisement?

*Mark only one oval.*

- Making it colourful
- Creating Mood
- Showing the product
- None of these

31. 23. \_\_\_\_\_ 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 of these

32. 24. Which of the following product is an example of Global advertisement?

*Mark only one oval.*

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

33. 25. Red is also a color for \_\_\_\_\_

*Mark only one oval.*

- Appetite
- Sorrow
- Passion
- Despair

34. 26. The Ideal mode and resolution for paper printing are

*Mark only one oval.*

- RGB and 72 dpi
- RGB and 300 dpi
- CMYK and 300 dpi
- CMYK and 72 dpi

35. 27. Body Text should be written in \_\_\_\_\_

*Mark only one oval.*

- Serif Font
- Sans Serif Font
- Helvetica Font
- None of these

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

*Mark only one oval.*

- illusion
- optical illusion
- Graphic design
- expression

37. 29. \_\_\_\_\_ is a basic element repeated to create a pattern

*Mark only one oval.*

- Shape
- Motif
- Form
- Hue

38. 30. Which of the following is the function of Headline?

*Mark only one oval.*

- Grab Attention of Viewers
- Presents the gist of the Advertisement
- Stimulate Viewer's Interest
- None

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