

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

Course Name - Advertising Basics

Course Code - GEJMC201

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

Mark only one oval.

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

11. 3. Which of the following is more of personal medium of advertisement?

Mark only one oval.

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

12. 4. 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

13. 5. The content and context of a message contained in an advertisement is called?

Mark only one oval.

- Ad copy
- Script
- Body
- Advertising appeal

14. 6. _____ is a measure of attachment that a consumer has to a brand.

Mark only one oval.

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

15. 7. The best advertisement is

Mark only one oval.

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

16. 8. Which of these media is not used for advertisement?

Mark only one oval.

- Newspapers
- Magazines
- Billboards
- Notebooks

17. 9. 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 these

18. 10. What is the full form of USP ?

Mark only one oval.

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

19. 11. If a company gives false message to the customers, it is known as

Mark only one oval.

- Obscene ads
- Subliminal ads
- Deception
- None of these

20. 12. The plan that show time, date and frequency of an advertisement is

Mark only one oval.

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

21. 13. 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

22. 14. Which of the following Wouldn't be one of the primary advertising objectives?

Mark only one oval.

- to inform
- to persuade
- to remind
- to make profits

23. 15. "Fevicol" advertisements are examples of

Mark only one oval.

- Humor appeal
- Sex appeal
- Beauty appeal
- Youth appeal

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

Mark only one oval.

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

25. 17. An advertising objective is classified by its primary purpose which is, to inform, persuade or ____

Mark only one oval.

- Encourage
- Explain
- Discourage
- Remind

26. 18. Which is not a major advertising decision?

Mark only one oval.

- Setting the ad budget
- Developing ad strategy
- Setting ad objective
- Only entertainment

27. 19. "Zoozoos" mascot is related to which brand?

Mark only one oval.

- Airtel
- Vodafone
- Jio
- Idea

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

Mark only one oval.

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

30. 22. “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

31. 23. A key principle of radio ad copy is

Mark only one oval.

- to create picture in listener’s mind
- to convey the message
- to create a gloomy side of the brand
- None of these

32. 24. 'Blood donation camp' or 'AIDS' awareness advertisements are

Mark only one oval.

- Direct Action Advertising
- Primary Demand Advertising
- Public Service Advertising
- Political advertising

33. 25. Shahrukh Khan is doing for Dish TV ad. What kind of ad copy it is?

Mark only one oval.

- Endorsement copy
- Topical copy
- Prestige copy
- Colloquial copy

34. 26. 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 these

35. 27. 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

36. 28. Find the advantage of Internet advertising.

Mark only one oval.

- Can reach large number of buyers
- Accessible for 24X7 and 365days
- One to one direct marketing possible
- All of these

37. 29. Who was the 1st Mascot of Indian Advertising Industry?

Mark only one oval.

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

38. 30. "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
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