



# BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Business Administration

Course Name – Advertising and Brand Management

Course Code - BBAD601M

( Semester VI )

Time : 1 Hr.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

## Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) For making advertisements more effective, the manufacturers improve \_\_\_\_\_ and launch new products.
  - a) existing products
  - b) advertisement style
  - c) marketing channel
  - d) sponsors
- (2) Advertising can also be seen to be misleading, \_\_\_\_\_, false, or even socially irresponsible.
  - a) bureaucratic
  - b) long winded
  - c) corrupting
  - d) offensive
- (3) All of the following are important decisions during the process of developing an advertising program, except \_\_\_\_\_.
  - a) setting advertising objectives
  - b) setting advertising budget
  - c) developing advertising strategy
  - d) selecting a target market
- (4) Advertisement through radio was very popular till the middle of last century because of \_\_\_\_\_.
  - a) it's effectiveness
  - b) more popular than newspaper
  - c) mass reach
  - d) cost of advertisement
- (5) Music is used frequently in advertising as \_\_\_\_\_.
  - a) a mood setter
  - b) an executional cue
  - c) a standout feature
  - d) background
- (6) Which of the following is an objective of informative advertising;
  - a) build brand preference
  - b) change customer perceptions of brand value.
  - c) encourage customers to switch brand
  - d) suggest new uses for a product
- (7) Lower costs, greater global advertising coordination consistent worldwide image are the \_\_\_\_\_ of international marketing decision.

- a) standardization drawbacks  
b) advertisement regulations  
c) standardization benefits  
d) typical responses
- (8) It is the quality of the \_\_\_\_\_ between the various elements in the process that determine whether a communication event will be successful.
- a) actions  
b) linkages  
c) research  
d) sequencing
- (9) There are two particular influences on the communication process. These are
- a) culture and technology.  
b) media and technology  
c) media and people  
d) systems and people.
- (10) There are two key characteristics associated with a message source. These are:
- a) expertise and attractiveness  
b) source credibility and attractiveness  
c) level of deviance and attractiveness  
d) source credibility and power
- (11) Advertising strategy is concerned with:
- a) Communications  
b) Audiences  
c) Likeability  
d) Positioning
- (12) A Pull positioning strategy targets:
- a) Suppliers  
b) End users  
c) Distributors  
d) Stakeholders
- (13) Effective strategic development at all levels needs to be based on the setting of clear and detailed:
- a) Analysis  
b) Targets  
c) Plans  
d) Objectives
- (14) Which of the following would be considered as part of a Customer Context analysis?
- a) Segment characteristics  
b) Level of involvement  
c) Types of perceived risk  
d) Levels of awareness, perception and attitudes towards the brand/organisation
- (15) When undertaking customer targeting, options to be recommended are based on which of the following criteria?
- a) Geo demographics  
b) Brand loyalty  
c) User Behaviours  
d) Purchase intentions
- (16) Perceptual mapping is an effective tool for evaluation of:
- a) Competitive sales  
b) Competitive rivalries  
c) Competitive behaviours  
d) Competitive positioning
- (17) Pioneer advertising, consumer advertising and product advertising are
- a) objective of advertising  
b) types of advertising  
c) marketing decisions in advertising  
d) evaluating advertising
- (18) Comparing past sales and advertisement, trying for new experiments, measuring sales difficulties are
- a) objective of advertising  
b) developing strategy  
c) models of advertising.  
d) evaluation of advertising
- (19) What is one of the primary goals of reminder advertising?
- a) Maintain customer relationship  
b) Build brand preference  
c) Inform the market of a price change  
d) Restore company image.
- (20) A product in the maturity stage will often require \_\_\_\_\_ advertising.
- a) informative  
b) comparative



- c) persuasive  
d) reminder
- (21) Catalogues, magazines, newspaper and invitations to organization-sponsored events are associated with the marketing mix activity of \_\_\_\_\_  
a) manufacture.  
b) production.  
c) promotion.  
d) development.
- (22) With the popularity of satellites, phones, iPod etc. usage of \_\_\_\_\_ becomes ineffective but in remote areas it is considered as the fastest way to communicate with masses.  
a) email  
b) TV  
c) radio  
d) print
- (23) Advertising is not flexible as the message is once fixed it can't be altered again and again according to the \_\_\_\_\_.  
a) advertiser  
b) sponsor.  
c) customer.  
d) marketer.
- (24) When a number of advertisements are published in the newspaper in series and in regular intervals are called  
a) monopoly in market  
b) feedback mechanism  
c) boosting the sales.  
d) teaser advertisements
- (25) "Through newspaper any firm can reach literate customers only". It's a  
a) nothing related to illiterate customers  
b) no problem in such advertising  
c) drawback of newspaper  
d) advantage of newspaper.
- (26) Advertising involves dissemination of information about a product and service to induce people to take actions beneficial to  
a) sponsor.  
b) marketing manager  
c) advertiser.  
d) firm.
- (27) Who would normally be responsible for developing the creative brief in an advertising agency?  
a) Account planner  
b) Media planner  
c) Creative partnership  
d) Account executive
- (28) Divergence dimensions of advertising creativity include which of the following:  
a) Artistic value  
b) Originality  
c) Synthesis  
d) Flexibility
- (29) The principle of building a border around an idea or story and then presenting a contained and managed view of an issue is known as:  
a) Framing  
b) Bordering  
c) Presenting  
d) Shading
- (30) Selecting style, tone, words for making ads are part of  
a) Message strategy  
b) Message execution  
c) Selecting media.  
d) Measuring communication
- (31) "Think globally, act locally" is a global advertising strategies and local advertising programs under \_\_\_\_\_ of international marketing decision.  
a) Standardization drawbacks  
b) Advertisement regulations  
c) Standardization benefits  
d) Typical responses
- (32) A particular growing of customers assigned to a salesman for his sales activity is called  
a) Marketing territory  
b) Sales territory

- c) Advertisement territory
- d) Promotion territory
- (33) Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified person". Who stated this?
- a) Australian marketing Association
- b) European marketing Association
- c) American marketing Association
- d) Indian marketing Association
- (34) Magazines add credibility to the message because of the reputation in the eyes of
- a) Consumers
- b) Salesman
- c) Marketing manager
- d) Wholesalers
- (35) Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between \_\_\_\_\_.
- a) Marketer and retailer
- b) Jobber and wholesaler
- c) Buyer and customer
- d) Market manager and salesman
- (36) \_\_\_\_\_ is the most recent and effective medium of advertisement.
- a) Emails
- b) Newspaper
- c) TV
- d) Radio
- (37) The media planner's task is challenging because it must typically
- a) Have knowledge of traditional as well as emerging and converging forms of media
- b) Watch much TV
- c) Monitor all social sites
- d) Know everything about newspapers
- (38) The estimated number of people an advertisement reaches is called
- a) Impressions
- b) Newsstand Purchases
- c) Subscriptions
- d) Metrics
- (39) Which of the following is not a valid statement?
- a) It is necessary to plan for out-of-home media
- b) Independent media buying services specialize in media planning
- c) Media planning is less important than creative
- d) The media environment has become fiercely competitive
- (40) Media selections and scheduling decisions associated with delivering advertising constitute a
- a) Message Weight
- b) Media Plan
- c) Media Kit
- d) Problem Solving Equation
- (41) Psychographic profiles would include
- a) The lifestyle habits, attitudes and values of the consumer
- b) The post code of the consumer
- c) The generation to which the consumer belongs
- d) None of these
- (42) Reach is defined as?
- a) The Number of times a reader is exposed to a message
- b) The total number of unduplicated exposures
- c) Insufficient exposure to the target audience
- d) The total number of duplicated exposures
- (43) Gross impressions means
- a) The percentage of the target audience exposed to a message
- b) The standard for a communication message to have an impact on the consumer
- c) Both The percentage of the target audience exposed to a message and The standard for a communication message to have an impact on the consumer
- d) All possible exposures to a given medium at a given time



- (44) The print medium continues to rely heavily on CPM to determine scheduling. What is CPM?
- a) A percentage of households tuned to TV
  - b) The relative average cost to reach one thousand people
  - c) A percentage of impressions that results in a click
  - d) A payment received for each action
- (45) The acronym TRP stands for
- a) Thousands of Rating Points
  - b) Target Relieve Project
  - c) Gross Rating Points
  - d) Target Rating Point
- (46) For gaming measurement, which measurement method is not used?
- a) SOA
  - b) CTR
  - c) CPC
  - d) CPM
- (47) A post-campaign analysis examines
- a) the expenditures made in media and cross-checks them
  - b) rate cards and costs of broadcast commercials
  - c) media and digital tear sheets for accuracy
  - d) costs of magazines per insertion
- (48) Which of the following concepts may enter into media buying negotiations?
- a) Preferred position
  - b) Rate cards
  - c) Volume buys
  - d) All of these
- (49) Which of the following is the characteristic of personality of a brand?
- a) Logo
  - b) Packaging
  - c) Color
  - d) Durability.
- (50) A fashion clothing company getting into perfumes refers to the example of:
- a) Perceived difficulty of manufacture
  - b) Know-how transferability
  - c) Complementarity
  - d) Awareness and reputation of the parent
- (51) Which of the following is a set of promises that the brand makes to customers?
- a) Brand contract
  - b) Brand association
  - c) Brand persona
  - d) Brand equity
- (52) To be successful, the company must have all its \_\_\_\_\_ at work to deliver superior value.
- a) Resources
  - b) Brands
  - c) Employees
  - d) Communication
- (53) When two brands join hands to create one brand by using the strong expressions of both, this is known as:
- a) Brand management
  - b) Branding
  - c) Bundling
  - d) Brand equity
- (54) CRE stands for what?
- a) Customer relationship effect
  - b) Customer response effect
  - c) Customer responsibility effect
  - d) Customer resource effect
- (55) The prices of luxury product fall under:
- a) Plus-one pricing
  - b) Strategic account pricing
  - c) Skim pricing
  - d) Segment pricing
- (56) A strong brand commands
- a) Intense employee loyalty
  - b) Intense employer loyalty
  - c) Intense consumer loyalty
  - d) None of these

- (57) In strategic brand management, focus is on
- a) Brand positioning
  - b) Brand marketing
  - c) Brand performance
  - d) All of these
- (58) Marketers can apply a branding on
- a) Physical good
  - b) A service
  - c) A store and organization
  - d) All of these
- (59) \_\_\_\_\_ is the first tourist board in India to register its brands.
- a) Kerala tourism
  - b) Madhya Pradesh Tourism
  - c) Gujarat Tourism
  - d) Assam Tourism
- (60) There are \_\_\_\_\_ key elements of customer-based brand equity.
- a) Three
  - b) Four
  - c) Five
  - d) Six