



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Science (Honours) in Animation & Multimedia

Course Name – Advertising Basics

Course Code - GEMSJ201

(Semester II)

Time allotted : 1 Hrs.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) The process of purchasing space in the media is

a) Media Spacing	b) Media Scheduling
c) Media Purchasing	d) Media Buying
- (2) The central theme of an advertisement that motivates the consumer to make a purchase decision is

a) Advertising appeal	b) Advertisement script
c) Slogan	d) Headline
- (3) Advertisement aims at _____

a) Product selling	b) Marketing
c) Customer relations	d) Mass communication
- (4) Advertisement is mass communication. It addresses to masses and it's a form of _____ communication

a) Personal	b) Non-personal
c) Direct	d) Indirect
- (5) The creative desk of an advertising agency consists of

a) Visualizers & Slogan writers	b) Researchers & Marketing people
c) Marketing & Slogan writers	d) All of them
- (6) _____ media can give 24-hour exposure to the public eye

a) T.V	b) Print
c) Internet	d) Flex Board
- (7) If a company gives a false message to the customers, it is known as

a) Obscene ads	b) Subliminal ads
c) Deception	d) None of these
- (8) The large volume of advertising in a society is known as _____

a) Advertising clutter	b) Deception
c) Mass advertising	d) Large scale advertising

- (9) "Zoozoos" mascot is related to which brand?
 a) Airtel
 b) Vodafone
 c) Jio
 d) Idea
- (10) "Britania khao, World-Cup jao" is an example of which ad copy?
 a) Colloquial copy
 b) Topical copy
 c) Descriptive copy
 d) Humorous copy
- (11) 'Raymond' is a brand who generally goes for _____ advertisement
 a) Hard sell
 b) Soft sell
 c) Both Hard sell And Soft sell
 d) None of these
- (12) A new Car is planning its advertising. Which ad copy would be the best option for it?
 a) Narrative copy
 b) Scientific copy
 c) Questioning copy
 d) Humorous copy
- (13) For the first time Advertisement appeared in India's 1st newspaper. What was the name of the newspaper?
 a) Samachar Darpan
 b) The Hindu
 c) Bengal Gazette
 d) The Times of India
- (14) Through which brand Alyque Padamsee became a legend in the advertising fraternity?
 a) Lux
 b) Liril
 c) Surf
 d) Nirmas
- (15) "Yehi hai right choice baby, aha"- was who's tag line?
 a) Coke
 b) 7up
 c) Cadbury
 d) Pepsi
- (16) "Use sanitiser and mask to prevent coronavirus"- if this is a concept of an ad, then what kind of advertisement is it?
 a) Public Service Advertisement
 b) Humorous
 c) Emotional
 d) Scientific
- (17) Sunday ho ya Monday, Roz Khao Ande"- the National Egg Co-ordination Committee's advertisement is a
 a) Primary Demand Advertising
 b) Secondary Demand Advertising
 c) Public Service Advertising
 d) Direct Action Advertising
- (18) What are the restrictions radio advertising has
 a) Very short life span
 b) Detailed messages can't be given due to cost
 c) A faulty transmission can happen
 d) all of them
- (19) What can be a major problem for Online advertising?
 a) Low cost
 b) Connection Speed
 c) Wider Coverage
 d) Creative
- (20) U. S. P.(Unique Selling Proposition) means
 a) A product that can sell
 b) A feature similar to that of the competitor's product/brand
 c) A feature present only in one product/brand
 d) A feature that cannot be altered
- (21) Who is the "father" of "Indian advertising"?
 a) Alyque Padamsee
 b) Piyush Pandey
 c) R.Balki
 d) Prahlad Kakkar
- (22) It is popularly known as a free form of promotion.
 a) Advertisement
 b) Publicity
 c) Personal Selling
 d) Marketing
- (23) Series of advertisement messages that share a single idea or theme is

- a) Advertisement Campaign
c) Advertisement Cluster
- b) Advertisement Group
d) Advertisement Series(
- (24) Which of the following is more of a personal medium of advertisement?
a) Internet Advertisement
b) Broadcast Media
c) Direct Mail Advertising
d) Print Media
- (25) The content and context of a message contained in an advertisement are called?
a) Ad copy
b) Script
c) Body
d) Advertising appeal
- (26) A hard sell advertisement has to have _____ in it
a) Product specification
b) Brand's address, Ph no: & website
c) Exciting offer with a deadline
d) Exciting offer without a deadline
- (27) _____ is a measure of attachment that a consumer has to a brand.
a) Brand loyalty
b) Brand association
c) Brand Equity
d) Brand awareness
- (28) The best advertisement is
a) By emails
b) Print media
c) Television
d) A satisfied customer
- (29) Advertisement is mass communication. It addresses to masses and it's a form of _____ communication
a) Personal
b) Non-personal
c) Direct
d) Indirect
- (30) Which of these media is not used for advertisement?
a) Newspapers
b) Magazines
c) Billboards
d) Notebooks
- (31) An advertising agency constitutes
a) Creative people, Client servicing executives & Media researchers
b) Creative people, Client himself, Customers
c) Media researchers, Consumers & advertisers
d) None of these
- (32) _____ is a self-regulatory voluntary organization of the advertising industry
a) Securities and Exchange Board of India
b) Reserve Bank of India (RBI)
c) Medical Council of India
d) Advertising Standards Council of India (ASCI)
- (33) The large volume of advertising in a society is known as _____
a) Advertising clutter
b) Deception
c) Mass advertising
d) Large scale advertising
- (34) Trademark can be used as a domain name
a) Yes
b) No
c) Yes in some cases
d) None of the above
- (35) AIDA stands for Awareness, _____, Desire and _____
a) Interest; Action
b) Idea; Approach
c) Intensity; Appeal
d) Involvement; Appeal
- (36) In which type of advertising agency does an advertiser produce its own advertising?
a) home agency
b) agency-of-record
c) inhouse agency
d) onsite agency
- (37) Which of the following is NOT a task performed by an advertiser's advertising department?
a) creates the advertising
b) coordinates activities with vendors, such as media, production, and photography
c) makes sure the work gets done as scheduled
d) determines whether the work has achieved prescribed objectives

- (38) Which of the following is considered a social role of advertising?
- a) creates a more rational economy
 - b) can reach a mass audience
 - c) plays an educational role
 - d) makes consumers focus on nonprice benefits
- (39) An Ad copy that uses the endorsement of a satisfied customer?
- a) comparative copy
 - b) reminder copy
 - c) expository copy
 - d) testimonial Ad copy
- (40) The content and context of a message contained in an advertisement are called?
- a) Ad copy
 - b) Script
 - c) Body
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- (41) The central theme of an advertisement that motivates the consumer to make a purchase decision is?
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 - b) Advertisement script
 - c) Slogan
 - d) Headline
- (42) Frequency of _____ describes the number of times that your advertisement appears in the media
- a) continuity
 - b) exposure
 - c) repetition
 - d) insertion
- (43) Frequency is defined as?
- a) The total number of duplicated exposures
 - b) Three exposures to the target audience
 - c) All possible exposures to a target audience
 - d) The number of times a reader is exposed to a message
- (44) Extensive local penetration and coverage is indicative of
- a) Magazines
 - b) Newspapers
 - c) Online Advertising
 - d) Social Media
- (45) Every media plan begins with the _____
- a) media objective
 - b) market analysis
 - c) media mix
 - d) media strategy
- (46) Which of the following is an advantage of using direct mail as a media vehicle?
- a) Combines sight, sound and movement
 - b) Larger than life
 - c) Social Dominance
 - d) Highly Personal
- (47) Distribution of message materials from agency to contracted media is called _____
- a) media research
 - b) media management
 - c) media traffic
 - d) agency billing
- (48) Which of the following is not a valid statement?
- a) It is necessary to plan for out-of-home media
 - b) The media environment has become fiercely competitive
 - c) Media planning is less important than creative
 - d) Independent media buying services specialize in media planning
- (49) Demographics in media planning deal with
- a) The study of populations
 - b) The psychology of the consumer
 - c) The study of media channel
 - d) The study of product
- (50) Customers' _____ have become the order of the day
- a) endorsement
 - b) information
 - c) awareness
 - d) knowledge
- (51) Which of the following is not the strength of the television medium?
- a) Cost-Efficient Medium for Reach
 - b) High Initial Production Cost
 - c) High Impact and Dynamic Medium
 - d) High Reach Medium

- (52) The advertising media is a marketing communications umbrella concept that covers _____ to the prospective consumer
- a) Media vehicles
b) Advertising messages
c) Brand
d) Channels
- (53) Communication without words
- a) Mass communication
b) Visual Communication
c) Non-Verbal communication
d) None of these
- (54) Clutter is defined as _____
- a) Coarse paper stock
b) A promotional tool
c) A faulty broadband connection
d) An overabundance of messages
- (55) It is popularly known as free form of promotion.
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