



## BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Science in Media Science & Journalism

Course Name – Professional Advertising

Course Code - MMSJC202

( 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) Who was the 1st Mascot of Indian Advertising Industry?
 

a) The Amul Girl	b) The Maharaja
c) ZooZoos	d) Fido Dido
- (2) Who is Not a key player of advertising industry?
 

a) The Advertiser	b) The Advertising agency
c) Retailer	d) Media
- (3) Which brand signed the first Indian Film Actress to endorse their product?
 

a) Lux	b) Surf
c) Vicks	d) Amul
- (4) Through which brand Alyque Padamsee became a legend in the advertising fraternity?
 

a) Lux	b) Liril
c) Surf	d) Nirmas
- (5) Which male actor was the 1st to endorse a body soap advertisement in India?
 

a) Rajesh Khanna	b) Amitabh Bachhan
c) Vinod Khanna	d) Milind Suman
- (6) “Yehi hai right choice baby, aha”- was who’s tag line?
 

a) Coke	b) 7up
c) Cadbury	d) Pepsi
- (7) “Use sanitizer and mask to prevent corona virus”- 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
- (8) Pepsi, Coke are examples of
 

a) National Advertising	b) Local Advertising
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- c) Global Advertising  
d) All of them
- (9) For say, Barasat Big Bazaar doing an ad for its special on store discount. So, what kind of ad it will be?  
a) Global Advertising  
b) Local Advertising  
c) National Advertising  
d) None of them
- (10) “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
- (11) If you are making an ad on “against smoking”, which appeal will you choose?  
a) Romantic appeal  
b) Youth appeal  
c) Fear appeal  
d) Rational appeal
- (12) A baby product company showing the love in between the baby & mother- is an example of which appeal?  
a) Emotional appeal  
b) Rational appeal  
c) Moral appeal  
d) None of them
- (13) Billboards are used for -  
a) Print Media advertising  
b) Outdoor advertising  
c) Electronic Media advertising  
d) Direct Mail advertising
- (14) What are the restrictions radio advertising has?  
a) Very short life span  
b) Detailed messages can’t be given due to cost  
c) Faulty transmission can happen  
d) all of them
- (15) Find the advantage of Internet advertising.  
a) Can reach large number of buyers  
b) Accessible for 24X7 and 365days  
c) One to one direct marketing possible  
d) all of them
- (16) What can be a major problem for Online advertising?  
a) Low cost  
b) Connection Speed  
c) Wider Coverage  
d) Creative
- (17) Which of the following is not a part of an advertising campaign?  
a) Budget allocation  
b) Media selection  
c) Know the dealers and retailers  
d) Defining target market
- (18) The combination of media used for advertising in a target market is  
a) Media Mix  
b) Media Advertising  
c) Market-Media Match  
d) Media Option
- (19) Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?  
a) Advertising  
b) Personal selling  
c) Public relations  
d) Sales promotion
- (20) Keeping consumers thinking about the product is the objective for which type of advertising?  
a) Informative advertising  
b) Psychological advertising  
c) Reminder advertising  
d) Persuasive advertising
- (21) The type of appeal which is related to a person’s psychological and social needs for purchasing products and services?  
a) Rational appeal  
b) Emotional appeal  
c) Moral appeal  
d) Humour appeal

- (22) 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
- (23) Advertisers seek to give a product a personality that is unique, appealing and appropriate. The personality given is known as,
- a) Brand Loyalty
  - b) Unique Image
  - c) Selling Property
  - d) Brand Image
- (24) \_\_\_\_\_ is the material abounding to the magazine or newspaper to use in the production of the advertisement.
- a) Artwork
  - b) Data
  - c) Copy
  - d) Text
- (25) \_\_\_\_\_ is commercially significant news regarding a product/service, which appears in the commercial media at no cost to the business. It is not considered to be advertising
- a) Publicity
  - b) Public relations
  - c) Advertising tools
  - d) Promotion
- (26) The words used in an advertisement is referred to as \_\_\_\_\_.
- a) Data
  - b) Artwork
  - c) Copy
  - d) Text
- (27) \_\_\_\_\_ is an association of the largest advertising agencies throughout the United States, controls agency practices by denying membership to any agency judged unethical
- a) American Association of Advertising Agencies
  - b) American Advertising Federation
  - c) Association of National Advertisers
  - d) Federal Communications Commission
- (28) Television advertising that include a telephone numeral for ordering is an example of \_\_\_\_\_.
- a) Direct-response advertising.
  - b) Telemarketing
  - c) Straight mail.
  - d) Teleconference
- (29) Define what is destined by the cognitive stage of consumer advertising?
- a) Stimulating recognition of advertising.
  - b) Sowing the seeds of a thought and gaining the consumer's attention.
  - c) Defining recognition.
  - d) Involves the creating or changing of an attitude.
- (30) The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as
- a) appeal
  - b) need
  - c) demand
  - d) desire
- (31) Handwritten posters in the sixteenth and the seventeenth century which are considered to be the forerunners of advertising are
- a) pamphlets
  - b) siquis
  - c) billboards
  - d) brochures
- (32) The \_\_\_\_\_ is the foundation of any advertising or marketing campaign.
- a) Research.
  - b) Target segmentation
  - c) Creative brief
  - d) Media planning
- (33) Printed matter that runs over the edges of an outdoor board or a page leaving no margin is known as

- a) Bleed  
c) Broadsheet
- b) Solus  
d) Classified
- (34) Dividing the market based on age, income, educational qualification, is known as  
a) profile  
c) target audience
- b) census  
d) demography
- (35) Advertising is affected by \_\_\_\_\_ forces  
a) Economic.  
c) Technological.
- b) Social.  
d) All of these
- (36) Any device or word that identifies the origin of the product, the manufacturer details etc is known as  
a) trade name  
c) trademark
- b) brand name  
d) identity
- (37) A corporate unit may provide equipment for a famous sportsperson or sports team in exchange for \_\_\_\_\_  
a) Advertising.  
c) Brand management
- b) Brand.  
d) Product placement.
- (38) Copywriting is the act of writing copy for the purpose of selling or marketing a \_\_\_\_\_, business, or idea.  
a) price  
c) material
- b) product  
d) concept
- (39) Series of messages that divide a single idea and theme which make up an integrated marketing communication is known as  
a) Advertising.  
c) Advertising Campaign
- b) Advertising research  
d) Product placement
- (40) A strap line is a British term used as a less important sentence attached to a \_\_\_\_\_ name.  
a) Product placement  
c) Advertising
- b) Brand.  
d) Brand management.
- (41) Placement of advertisements inside or outside transportation vehicles is known as  
a) Aerial advertising.  
c) Transit advertising
- b) Outdoor advertising  
d) classifieds
- (42) A \_\_\_\_\_ is in charge for selecting media for advertisement assignment on behalf of their customers  
a) Media planner  
c) space seller.
- b) Media buying  
d) copywriter
- (43) \_\_\_\_\_ is the number of people or households who are exposed to a medium.  
a) Audience.  
c) Target.
- b) Market.  
d) None of these
- (44) A specific period of broadcast commercial time offered for sale by a station or network for sponsorship is \_\_\_\_\_.  
a) Usage.  
c) Durability.
- b) Availability.  
d) Primary availability
- (45) Total coverage by television and radio of a given geographic area is \_\_\_\_\_.  
a) Blank coverage.  
c) Zero coverage.
- b) Blanket coverage.  
d) National coverage

- (46) \_\_\_\_\_ is an elaborate booklet, usually bound with a special cover.
- a) Leaflet.
  - b) Brochure.
  - c) Pamphlet.
  - d) Hoarding
- (47) Compensation to a salesperson, agency, etc., as a percent of their sales, is known as \_\_\_\_\_.
- a) Replication.
  - b) Implication.
  - c) Commission.
  - d) Expansion
- (48) \_\_\_\_\_ are large structures located in public places which display advertisements to passing pedestrians and motorists.
- a) posters
  - b) billboards
  - c) display
  - d) classified
- (49) The participation of two or more sponsors in a single broadcast program where each advertiser pays a proportionate share of the cost is called \_\_\_\_\_.
- a) Sponsorship.
  - b) Co-sponsorship.
  - c) Commercials.
  - d) Slot.
- (50) \_\_\_\_\_ allows the prospect to respond directly to the advertiser rather than going through a retailer or other middlemen.
- a) Direct advertising.
  - b) Indirect advertising.
  - c) Instant advertising.
  - d) Mixed response advertising.
- (51) Newspaper Advertising Strengths
- a) Audience in appropriate mental frame.
  - b) Mass audience coverage.
  - c) Flexibility.
  - d) All of these
- (52) Which medium is best depends entirely on the advertiser's objectives, the creative needs, the competitive challenge and the \_\_\_\_\_.
- a) Budget available.
  - b) Client's choice.
  - c) Agency's choice.
  - d) Creative plan's choice.
- (53) The first printed advertisements were single sheets, printed on one side, that nowadays would be called \_\_\_\_\_.
- a) Barrages.
  - b) Fliers.
  - c) Flights
  - d) Brochures.
- (54) Advertising agencies were first urbanized for, and still serve, the purpose of \_\_\_\_\_.
- a) Pushing clients to make rapid decisions.
  - b) Mystifying ad purchasing so that clients do not attempt it on their own
  - c) Simplifying and speeding the purchasing of ads for their clients.
  - d) Increasing the amount of research and decision-making clients need to do.
- (55) Brand names and identity advertising are methods that advertisers use to persuade consumers to \_\_\_\_\_.
- a) Reach their demographic potential.
  - b) Satisfy subconscious motivations.
  - c) Make distinctions among products that are actually very similar
  - d) Perceive hidden messages.
- (56) An advantage of television ads over print and radio ads is the ability of television to \_\_\_\_\_.
- a) Linger in consumer's possession for in-depth and repeated reference.
  - b) Let consumers hear a product and see it in action.
  - c) Provide advertisers carefully targeted audiences of as few as a single person.
  - d) Let consumers suggest about the product
- (57) The Ad Council is \_\_\_\_\_.

a) the organization sponsored by the advertising industry to create ads for commendable causes.

c) the name for the daily meetings held by small groups of top executives at most large advertising agencies

b) a new U.S. government organization formed to regulate advertising on the Internet

d) a self-policing organization funded by the advertising industry to punish unethical advertisers.

(58) Advertising can be used to sell \_\_\_\_\_.

a) products.

c) ideas.

b) services.

d) all of these

(59) \_\_\_\_\_ is a combination of marketing functions, including advertising, used to sell a product.

a) Sales promotion.

c) Public relations.

b) Marketing mix.

d) New advertising

(60) Advertising by a local merchant who sells directly to the customer is \_\_\_\_\_.

a) end product advertising.

c) retail advertising.

b) national advertising.

d) direct response advertising.