



# BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**

**Programme – Bachelor of Arts (Honours) in Multimedia & Web**

**Course Name – Elements of Advertising in Print Media**

**Course Code - BMW203**

**( Semester II )**

**Time allotted : 1 Hrs.25 Min.**

**Full Marks : 70**

[The figure in the margin indicates full marks.]

## Group-A

(Multiple Choice Type Question)

1 x 70=70

*Choose the correct alternative from the following :*

- (1) Which of the following is not a type of Brand Loyalty status?
 

a) Hard Core Loyalty	b) Split Loyalty
c) Soft Core Loyalty	d) Switchers
- (2) Which of the following is not a component of 4P concept?
 

a) Profit	b) Price
c) Place	d) Promotion
- (3) What does 'S' stand for in AIDAS Model?
 

a) Source	b) Satisfaction
c) Sale	d) None
- (4) Advertising is an audio or visual form of \_\_\_\_\_.
 

a) marketing communication	b) marketing
c) communication	d) None
- (5) Which of the following phrases are associated with Advertising?
 

a) marketing communication	b) openly sponsored
c) non-personal message	d) All of these
- (6) The Advertising Agency O&M was founded in the year 1948 by \_\_\_\_\_.
 

a) David Ogilvy	b) David Copperfield
c) David Boon	d) David Ohlms
- (7) Advertising is a marketing communication that sells \_\_\_\_\_.
 

a) Product	b) Product and Service
c) Product, Service and Ideas	d) None
- (8) \_\_\_\_\_ refers to the long term association of a consumer with a particular brand of product or service.
 

a) Brand Preference	b) Brand Loyalty
c) Brand Merchandising	d) None
- (9) Prolonged Brand Preference leads to \_\_\_\_\_ .

- a) Brand Preference  
c) Brand Merchandising
- b) Brand Loyalty  
d) None
- (10) \_\_\_\_\_ advertising campaign holds the World record for being the longest active advertising campaign.
- a) Amul Butter  
c) Pepsi
- b) Air India  
d) Coke
- (11) Who is the creator of Amul Butter Campaign?
- a) Rahul da Cunha  
c) David Ogilvy
- b) Sylvester da Cunha  
d) None
- (12) Maharaja the mascot of Air India was created by \_\_\_\_\_.
- a) Mudra Communications  
c) O&M
- b) JWT  
d) None
- (13) \_\_\_\_\_ is regarded as the father of Advertising.
- a) Rahul Da Cunha  
c) David MacKenzie Ogilvy
- b) Sylvester Da Cunha  
d) Michael Angelo
- (14) Advertising aims to \_\_\_\_\_.
- a) Sell Idea  
c) Sell Services
- b) Sell Product  
d) All of these
- (15) Static, Mobile and Digital are variations of the \_\_\_\_\_.
- a) Newspaper  
c) Billboard
- b) Jingles  
d) Brochure
- (16) \_\_\_\_\_ Advertising can be defined as the display elements that we find on and around the street to promote the brands and display the advertising messages on the go.
- a) Bus Back  
c) Roadside Advertisement
- b) Street Furniture  
d) Bus pack advertisement
- (17) \_\_\_\_\_ is a form of Outdoor advertising where advertisements are placed on the modes of public transportation or in public transportation areas.
- a) Street Furniture Advertising  
c) Glow Sign Advertising
- b) Billboard Advertising  
d) Transit Advertising
- (18) What is the full form of PLC?
- a) Product Life Cycle  
c) Post Loss Cost
- b) Product List Cycle  
d) None of these
- (19) Which of the following is true for Newspaper Media of Advertising?
- a) It has a short lifespan  
c) It is highly Segmented
- b) It has a long lifespan  
d) None
- (20) What does FMCG stands for?
- a) Fast Marketing Cost Goal  
c) Fast Melting Consumer Goods
- b) Fast Marketing Consumer Goods  
d) Fast Moving Consumer Goods
- (21) Soft sell advertisements are \_\_\_\_\_.
- a) Electronic advertisement  
c) Kind of 'Cell advertisements'
- b) Advertisement without Offers  
d) None
- (22) Hard sell advertisements are \_\_\_\_\_.
- a) Advertisement with Deadline  
c) Advertisement with Deadline and Advertisement with Offers.
- b) Advertisement with Offers  
d) None
- (23) \_\_\_\_\_ are a form of disguised advertising.
- a) Street Furniture  
c) Guerilla Advertising
- b) Transit Advertising  
d) None

- (24) Which of the following product is an example of Global advertisement?  
a) Sunrise Mustard Powder  
b) Indian Railways  
c) Anjali Jewellers  
d) Coke
- (25) Which of the following is an example of Retail advertisement?  
a) Pepsi  
b) Coke  
c) Big Bazar  
d) DHL
- (26) Which of the following is not an element of Advertisement?  
a) Headline  
b) Sponsor's Name and Logo  
c) Call to Action  
d) Footline
- (27) This type of Headline makes a bold positive statement which is clear and direct.  
a) Commanding  
b) Declarative  
c) Interrogative  
d) None
- (28) This style of Headline asks a question to the reader.  
a) Commanding  
b) Declarative  
c) Interrogative  
d) None
- (29) Which of the following is the function of Headline?  
a) Grab Attention of Viewers  
b) Stimulate Viewer's Interest  
c) Presents the gist of the Advertisement  
d) All of these
- (30) Testimonial headline can be created by:  
a) A Famous person  
b) Any common man  
c) Any professional  
d) All of them
- (31) This type of headline is presented in the form of news.  
a) Commanding  
b) Declarative  
c) Interrogative  
d) News
- (32) \_\_\_\_\_ can be defined as getting a group of consumers seeking a unique mix of benefits.  
a) Indirect Marketing  
b) Disguised Marketing  
c) Niche Marketing  
d) None
- (33) Body Text should be written in :  
a) Serif Font  
b) Sans Serif Font  
c) Helvetica Font  
d) None
- (34) Helvetica is a font of \_\_\_\_\_.  
a) 19th Century  
b) 20th Century  
c) First World War  
d) None
- (35) The age of a daily news paper is \_\_\_\_\_.  
a) Two hours  
b) Twenty Four hours  
c) One Month  
d) One Year
- (36) \_\_\_\_\_ is a false visual perception seeing something other than what is really there.  
a) Proportion  
b) Illusion  
c) Optical Illusion  
d) Graphic design
- (37) \_\_\_\_\_ is the process of organizing and composing words and images to create a message  
a) illusion  
b) optical illusion  
c) Graphic design  
d) expression
- (38) \_\_\_\_\_ is a color scheme that uses colors that sit side by side on the color wheel and have a common hue  
a) color scheme  
b) Monochromatic color scheme  
c) Triad color scheme  
d) Analogous color scheme

- (39) \_\_\_\_\_ is a basic element repeated to create a pattern.
- a) shape
  - b) motif
  - c) form
  - d) hue
- (40) \_\_\_\_\_ durable metal type invented by Johann Gutenberg, made from a combination of lead, tin, and antimony
- a) movable type
  - b) value
  - c) logotype
  - d) tonality
- (41) \_\_\_\_\_ classifies a color as either warm or cool
- a) template
  - b) trademark
  - c) temperature
  - d) texture
- (42) \_\_\_\_\_ element of art, refers to the emptiness or area between, around, above, below, or within objects.
- a) Value
  - b) Shade
  - c) Space
  - d) Line
- (43) \_\_\_\_\_ are line, shape, form, color, value, space, and texture
- a) The elements of art
  - b) Temperature
  - c) 3 Components of color
  - d) The elements of art/design
- (44) \_\_\_\_\_ are the guiding principles that are used to help organize the elements of art or design.
- a) Principles of design
  - b) Graphic design
  - c) The elements of art/design
  - d) optical illusion
- (45) \_\_\_\_\_ creates a very casual or natural effect.
- a) Asymmetrical balance
  - b) after image
  - c) Symmetrical balance
  - d) Primary colors
- (46) \_\_\_\_\_ is the act of organizing the elements of artwork into a harmoniously unified whole.
- a) expression
  - b) motif
  - c) composition
  - d) proportion
- (47) \_\_\_\_\_ are simple signatures carved in wood, dipped in ink, and pressed onto paper or canvas – to identify their work.
- a) watermark
  - b) trademark
  - c) closure
  - d) chop marks
- (48) \_\_\_\_\_ is the appearance of a color that is affected by the colors that surround it.
- a) Signage system
  - b) Simultaneous contrast
  - c) Abstract
  - d) Primary colors
- (49) \_\_\_\_\_ is a false belief about something you see.
- a) closure
  - b) value
  - c) illusion
  - d) line
- (50) \_\_\_\_\_ is the rough plan an artist draws to organize a composition.
- a) Design
  - b) Motif
  - c) Layout
  - d) Unity
- (51) \_\_\_\_\_ is the relative lightness or darkness of a color.
- a) Value
  - b) Balance
  - c) Space
  - d) Variety
- (52) \_\_\_\_\_ is a special type of formal balance in which two halves of a composition/design are perfectly balanced.
- a) neutrals
  - b) Primary colors
  - c) Symmetrical balance
  - d) symbol
- (53) \_\_\_\_\_ is a plan for organizing colors.

- a) Color wheel
  - b) Color scheme
  - c) Composition
  - d) Closure
- (54) \_\_\_\_\_ is parts of the artwork that appear farthest away from the viewer.
- a) background
  - b) foreground
  - c) harmony
  - d) pictographs
- (55) \_\_\_\_\_ is the 3-dimensional space that an object occupies.
- a) motif
  - b) line
  - c) space
  - d) form
- (56) \_\_\_\_\_ is the creation of unity by stressing similarities of separate but related part in a work of art/design.
- a) branding
  - b) variety
  - c) movement
  - d) harmony
- (57) \_\_\_\_\_ is the practice of establishing a memorable reputation for a product or a company.
- a) Tint
  - b) Balance
  - c) Branding
  - d) Line
- (58) \_\_\_\_\_ is the emotional, cultural, or social content of a design
- a) intensity
  - b) branding
  - c) engravings
  - d) expression
- (59) \_\_\_\_\_ are the band of colors that appear when natural light (or white light) is bent and separated as it is passed through a prism.
- a) neutrals
  - b) spectrum
  - c) space
  - d) texture
- (60) Which colour is suitably used for advertising Medical facilities?
- a) Black
  - b) White
  - c) Green
  - d) Red
- (61) A principle of perception is \_\_\_\_\_?
- a) Complementary color scheme
  - b) closure, emphasis, expression, and dynamics
  - c) Monochromatic color scheme
  - d) Split Complement color scheme
- (62) Value is also referred to as \_\_\_\_\_
- a) line
  - b) tint
  - c) color
  - d) tone
- (63) \_\_\_\_\_ is the tendency to complete partial forms or shapes by seeing lines that do not exist.
- a) value
  - b) line
  - c) form
  - d) closure
- (64) \_\_\_\_\_ is a representation or a name in a particular typeface.
- a) Shape
  - b) Logotype
  - c) Line
  - d) None
- (65) \_\_\_\_\_ means that in a work of art/ design everything works together or look as if it is an integral part of art/design.
- a) Variety
  - b) Unity
  - c) Value
  - d) Tint
- (66) Images or words added to paper as it is made, which can be seen only when the paper is held up to a strong light is \_\_\_\_\_?
- a) movement
  - b) template
  - c) texture
  - d) watermark
- (67) \_\_\_\_\_ is a color scheme that uses only one hue (color) and the values, tints, and shades of that hue.
- a) Split Complement color scheme
  - b) Complementary color scheme

- c) Triad color scheme  
d) Monochromatic color scheme
- (68) \_\_\_\_\_ is a small box with a lens on one side with which early photographs were taken.  
a) camera obscure  
b) watermark  
c) temperature  
d) color
- (69) \_\_\_\_\_ the equalization of visual forces in a work of art  
a) Balance  
b) Line  
c) Shape  
d) Value
- (70) \_\_\_\_\_ is the spectrum bent into a wheel for the purpose of understanding color and relationships between colors.  
a) Color wheel  
b) color  
c) None  
d) color scheme