



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Arts (Honours) in Journalism, Mass Communication & Media Science

Course Name – Advertising & PR

Course Code - BJMCC401

(Semester IV)

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 is the “father” of advertising?

a) Havas	b) Hilzinger
c) David Ogilvy	d) Veasey
- (2) Who is the “father” of “Indian advertising”?

a) Alyque Padamsee	b) Piyush Pandey
c) R.Balki	d) Prahlad Kakkar
- (3) It is popularly known as free form of promotion

a) Advertisement	b) Publicity
c) Personal Selling	d) Marketing
- (4) Creating image of product in the minds of target group is called

a) Marketing	b) Positioning
c) Branding	d) Popularising
- (5) The process of purchasing space in a media is

a) Media Spacing	b) Media Scheduling
c) Media Purchasing	d) Media Buying
- (6) Series of advertisement messages that share a single idea or theme is

a) Advertisement Campaign	b) Advertisement Group
c) Advertisement Cluster	d) Advertisement Series

- (7) Which of the following is more of personal medium of advertisement?
- a) Internet Advertisement b) Broadcast Media
c) Direct Mail Advertising d) Print Media
- (8) Independent organization of creative people for advertisement and promotional tools are called
- a) Advertisement Makers b) Advertisement Creators
c) Advertisement Developers d) Advertisement Agency
- (9) 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
- (10) Aishwarya Rai Bachan endorsing L'Oreal is an example of which appeal?
- a) Rational appeal b) Beauty appeal
c) Sex appeal d) Emotional appeal
- (11) The content and context of a message contained in an advertisement is called?
- a) Ad copy b) Script
c) Body d) Advertising appeal
- (12) Advertising is an important source of revenue to _____
- a) Advertisers b) Public
c) Media d) Government
- (13) Advertisement aims at _____
- a) Product selling b) Marketing
c) Customer relations d) Mass communication
- (14) A hard sell advertisement has to have _____ in it.
- a) Product specification b) Brand's address, Ph no: & website.
c) Exciting offer with dead line d) Exciting offer without dead line
- (15) AIDA stands for Awareness, _____, Desire and _____
- a) Interest; Action b) Idea; Approach
c) Intensity; Appeal d) Involvement; Appeal
- (16) _____ is a measure of attachment that a consumer has to a brand.
- a) Brand loyalty b) Brand association
c) Brand Equity d) Brand awareness
- (17) An advertising copy containing technical specifications of product is known as
- a) Descriptive copy b) Narrative copy
c) Scientific copy d) Topical copy
- (18) To introduce the new products to the world of consumers, is the main goal of
- a) Entertainment b) Advertising
c) Boost the sales d) Online marketing
- (19) The best advertisement is
- a) By emails b) Print media

- c) Television
- d) A satisfied customer
- (20) The advertisement of newspaper has a very short life span of
- a) One day
- b) One week
- c) One month
- d) One year
- (21) 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 them
- (22) 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
- (23) Advertising research is usually carried out with
- a) buyers of the product
- b) users of the product.
- c) the target audience
- d) shareholders
- (24) What is the full form of USP?
- a) Uniform selling point.
- b) Unique selling point.
- c) Universal selling point
- d) United selling point
- (25) _____ media can give 24 hour exposure to the public eye.
- a) T.V
- b) Print
- c) Internet
- d) Flex Board
- (26) If a company gives false message to the customers, it is known as
- a) Obscene ads
- b) Subliminal ads
- c) Deception
- d) None of these
- (27) The plan that show time, date and frequency of an advertisement is
- a) Media Schedule
- b) Media Plan
- c) Media Time
- d) Media Space
- (28) Selection of most appropriate cost-effective medium in advertisement is
- a) Media Buying
- b) Media Scheduling
- c) Media Purchasing
- d) Media Selection
- (29) Direct mail advertising sends messages through
- a) Audio
- b) Video
- c) e-mail
- d) By mobile text message
- (30) The first step in developing an advertising program should be to:
- a) Set advertising objectives
- b) Set the advertising budget
- c) Evaluate advertising campaigns
- d) Develop advertising strategy
- (31) “Fevicol” advertisements are examples of
- a) Humor appeal
- b) Sex appeal
- c) Beauty appeal
- d) Youth appeal
- (32) The additional amount of money consumers are willing to pay for a brand is known as

- a) Brand loyalty
c) Brand association
- b) Brand Equity
d) Brand awareness
- (33) The large volume of advertising in a society is known as ____
- a) Advertising clutter
c) Mass advertising
- b) Deception
d) Large scale advertising
- (34) Axe body spray ads are examples of _____
- a) Sex appeal
c) Rational appeal
- b) Humor appeal
d) Beauty appeal
- (35) An advertising objective is classified by its primary purpose which is, to inform, persuade or ____.
- a) Encourage
c) Discourage
- b) Explain
d) Remind
- (36) A product in maturity stage will often require _____ advertising.
- a) Reminder advertising
c) Institutional advertising
- b) Institution advertising
d) Informative advertising
- (37) Which is not the classification of advertising objective?
- a) to inform
c) to persuade
- b) to remind
d) to order
- (38) Types of advertising can be
- a) Paid
c) both paid & non-paid
- b) Non-paid
d) None of them
- (39) What is the overall objective of advertising?
- a) To build customer relationship
c) To build personal relationship
- b) To build public relationship
d) To build media relationship
- (40) Which is not a major advertising decision?
- a) Setting the ad budget
c) Setting ad objective
- b) Developing ad strategy
d) Only entertainment
- (41) Public Relations is a process that builds.....between organisation and its
- a) Strategic communication, mutually beneficial relationships, publics
c) Mutual relationship, beneficial relationship, communication
- b) Strategic communication, mutually beneficial relationships, public
d) Mutually beneficial relationships, strategic communication, publics
- (42) Who of the following pioneers is regarded as the ‘first counsel of PR’
- a) PT Barnum
c) Ivy Lee
- b) Scott Cutlip
d) Edward Bernays
- (43) Ivy Lee’s public relations practice stressed on:
- a) Humanising Business
c) Ignoring Media
- b) Two Way Communication
d) Top Management
- (44) The first news release during the modern times was developed by
- a) Edward Bernays
b) Ivy Lee

- c) Zenla Mucha
d) Ellen East
- (45) Relationship management builds on communication process that involves?
a) Activeness
b) Interactiveness
c) Equal Participation
d) All of the above
- (46) Public relations professionals give advice on:
a) Investments
b) Human Resource Management
c) Public Image of an Organisation
d) Financial Management
- (47) In a SWOT scan, which of the following is an external factor
a) Threats
b) Strengths
c) Weaknesses
d) None of the above
- (48) Tactics is?
a) Media Tools
b) Achieving Objectives
c) Putting Strategy Into Operation
d) Evaluation of a campaign
- (49) Which of the following traditional situations often prompt a public relations program
a) Overcoming a problem or negative situation
b) Reinforce an ongoing effort to preserve reputation and public support
c) Launch a new product or service
d) None of the above
- (50) Public relations professionals identify media as
a) Threat
b) Publics
c) Sensationalists
d) Well Wishers
- (51) In two-way symmetrical model, public relations practitioners are
a) Negotiators
b) Counsellors
c) Devils Advocate
d) Opposition
- (52) Campaign objectives should be determined by?
a) Does it really address the situation?
b) Is it realistic and achievable?
c) Can success be measured in meaningful terms?
d) All of the above
- (53) PT Barnum is best known for
a) Press Agency
b) Publicity
c) Promotion
d) Honesty
- (54) Effective public relations is based on
a) Policies & Performances
b) Policies & Planning
c) Performances & Planning
d) Planning & Management
- (55) Dissonance will be highest on the matters of
a) Public Relations
b) Self Image
c) Confrontation
d) Conflict
- (56) Central agency of Government of India for dissemination of information of its policies, programmes and activities is?
a) Publication Division
b) Directorate of Advertising and Publicity
c) Press Information Bureau
d) Films Division
- (57) A government PR should be thorough with?

- a) Know functioning of the government in its entirety
- b) Give publicity to the government and not to individuals or political parties
- c) Be able to issue suitable denials to counter distorted information or sensational reporting by the Press
- d) All of the above

(58) Advantages of Public Relations firms include?

- a) Special problem-solving skills
- b) Lack of full-time commitment
- c) Need for prolonged briefing period.
- d) Resentment by internal staff

(59) While writing a press release, a PR should use

- a) Jargons
- b) Discriminatory Language
- c) Symbols, Acronyms, and Slogans
- d) Euphemisms

(60) Issues management is a proactive and systematic approach to

- a) Predict problems
- b) Anticipate threats
- c) Resolve issues
- d) All of the above