



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Science (Honours) in Media Science & Journalism

Course Name – Advertising & PR

Course Code - BMSJC401

(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?

- (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
 - b) Brand Equity
 - c) Brand association
 - d) Brand awareness

- (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) Axe body spray ads are examples of ____
- a) Sex appeal
 - b) Humor appeal
 - c) Rational appeal
 - d) Beauty appeal
- (35) An advertising objective is classified by its primary purpose which is, to inform, persuade or ____.
- a) Encourage
 - b) Explain
 - c) Discourage
 - d) Remind
- (36) A product in maturity stage will often require _____ advertising.
- a) Reminder advertising
 - b) Institution advertising
 - c) Institutional advertising
 - d) Informative advertising
- (37) Which is not the classification of advertising objective?
- a) to inform
 - b) to remind
 - c) to persuade
 - d) to order
- (38) Types of advertising can be
- a) Paid
 - b) Non-paid
 - c) both paid & non-paid
 - d) None of them
- (39) What is the overall objective of advertising?
- a) To build customer relationship
 - b) To build public relationship
 - c) To build personal relationship
 - d) To build media relationship
- (40) Which is not a major advertising decision?
- a) Setting the ad budget
 - b) Developing ad strategy
 - c) Setting ad objective
 - d) Only entertainment
- (41) Public Relations is a process that builds.....between organisation and its
- a) Strategic communication, mutually beneficial relationships, publics
 - b) Strategic communication, mutually beneficial relationships, public
 - c) Mutual relationship, beneficial relationship, communication
 - d) Mutually beneficial relationships, strategic communication, publics
- (42) Who of the following pioneers is regarded as the ‘first counsel of PR’
- a) PT Barnum
 - b) Scott Cutlip
 - c) Ivy Lee
 - d) Edward Bernays
- (43) Ivy Lee’s public relations practice stressed on:
- a) Humanising Business
 - b) Two Way Communication
 - c) Ignoring Media
 - 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
c) Equal Participation
- b) Interactiveness
d) All of the above
- (46) Public relations professionals give advice on:
a) Investments
c) Public Image of an Organisation
- b) Human Resource Management
d) Financial Management
- (47) In a SWOT scan, which of the following is an external factor
a) Threats
c) Weaknesses
- b) Strengths
d) None of the above
- (48) Tactics is?
a) Media Tools
c) Putting Strategy Into Operation
- b) Achieving Objectives
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
c) Launch a new product or service
- b) Reinforce an ongoing effort to preserve reputation and public support
d) None of the above
- (50) Public relations professionals identify media as
a) Threat
c) Sensationalists
- b) Publics
d) Well Wishers
- (51) In two-way symmetrical model, public relations practitioners are
a) Negotiators
c) Devils Advocate
- b) Counsellors
d) Opposition
- (52) Campaign objectives should be determined by?
a) Does it really address the situation?
c) Can success be measured in meaningful terms?
- b) Is it realistic and achievable?
d) All of the above
- (53) PT Barnum is best known for
a) Press Agency
c) Promotion
- b) Publicity
d) Honesty
- (54) Effective public relations is based on
a) Policies & Performances
c) Performances & Planning
- b) Policies & Planning
d) Planning & Management
- (55) Dissonance will be highest on the matters of
a) Public Relations
c) Confrontation
- b) Self Image
d) Conflict
- (56) Central agency of Government of India for dissemination of information of its policies, programmes and activities is?
a) Publication Division
c) Press Information Bureau
- b) Directorate of Advertising and Publicity
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