

**Sample Paper Regular Dec 2020**

**Class: SYBCOM**

**Sub: Advertising –I**

**Sem: III**

**Date: Dec. 2020**

**Time: 00:00 to 00:00**

**Total Marks : 60 Marks** (Each questions of 1.5 marks)

**Instructions:**

- You have to attend 40 Questions out of 50 Questions.
  - No timer/warning is provided.
  - Submit your paper before end time.
- 1 The first step in the IMC planning process is \_\_\_\_\_.  
A. The situation analysis.  
B. Budget determination.  
C. A review of the marketing plan.  
D. Specification of communications objectives
  - 2 The \_\_\_\_\_ that is selected to communicate the product/service to clientele forms the promotional mix.  
A. marketing.  
B. product.  
C. promotional budgets  
D. promotional methods.
  - 3 Promotion mix includes tools like  
A. Advertising, product development, Sales promotion, Personal selling and direct marketing  
B. Advertising, sales promotion, Personal selling, Distribution network, and direct marketing  
C. Advertising, Public Relations, Sales Promotion, Personal Selling, Direct Marketing  
D. Product, price, place, public relations.
  - 4 Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also \_\_\_\_\_ with present and potential stakeholders, and the general public.  
A. attract.  
B. reach.  
C. advertise  
D. communicate
  - 5 Prior to the movement to integrated marketing communications, the promotional function in most companies was dominated by \_\_\_\_\_.  
A. Mass media advertising.  
B. Sales promotion.  
C. Public relations.  
D. Publicity.
  - 6 IMC has following features Except :  
A. The process should start with the customer  
B. Uses all forms of communication  
C. Achieve Synergy  
D. Does not Affect behavior
  - 7 Following are the Components of IMC Except :  
A. The Corporate Culture  
B. Brand Focus  
C. Consumer Experience

- D. No consumer Feedback
- 8 Integrated marketing communications is a way of looking at the whole marketing process from the viewpoint of the customer.
- A. Philip Kotler
  - B. Henry Fayol
  - C. Peter Drucker
  - D. Elon Musk
- 9 \_\_\_\_\_ can also be promoted through discount coupons, loyalty clubs, membership coupons, incentives, lucrative schemes, attractive packages for loyal customers, specially designed deals and so on.
- A. Brand
  - B. Marketing
  - C. Social
  - D. Price
- 10 \_\_\_\_\_ enables organizations to communicate directly with the end-users.
- A. Advertising
  - B. Personal Selling
  - C. Publicity
  - D. Direct Marketing
- \_\_\_\_\_ refers to integrating all the methods of brand promotion to promote a particular product or service among target customers.
- A. Advertising
  - B. Personal Selling
  - C. Publicity
  - D. Integrated marketing communication
- 11 \_\_\_\_\_ takes place when marketer or sales representative sells products or services to clients.
- A. Advertising
  - B. Personal Selling
  - C. Publicity
  - D. Integrated marketing communication
- 12 Integrated marketing communication goes a long way in creating brand awareness among customers at a \_\_\_\_\_ cost
- A. Minimum
  - B. Maximum
  - C. Moderate
  - D. Equal
- 13 \_\_\_\_\_ takes place when marketer or sales representative sells products or services to clients.
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  - H. Integrated marketing communication
- 14 Integrated marketing communication goes a long way in creating brand awareness among customers at a \_\_\_\_\_ cost
- E. Minimum
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- 15 Integrated marketing communications is a concept of marketing communications planning that recognizes the added value of a \_\_\_\_\_ plan.
- A. integrated.
  - B. coherent.
  - C. complete.
  - D. comprehensive

- 16 What is the next stage in the IMC planning process, once marketing and communication objectives have been set?
- A. Budget determination.
  - B. Implementation of those objectives.
  - C. Media selection scheduling.
  - D. Recruitment of marketing and promotion personnel
- 17 The advantages of integrated marketing communications to the firm are many. Which of the following is NOT one of the advantages of having an integrated marketing communications program?
- A. It forces management to think about how the company communicates.
  - B. It forces management to think about every way the customer comes in contact with the company
  - C. It increases consumer involvement
  - D. It produces greater sales impact
- 18 Which of the following statements describes how the human communication process relates to advertising?
- A. The advertising agency that prepares the ad is the decoder.
  - B. The medium in which the ad is placed is called its message
  - C. Feedback occurs from the source to the receiver.
  - D. The person who sees or hears the ad is called the receiver.
- 19 This form of marketing communications tool was once formally referred to as a 'non-personal form of communication, where a clearly identifiable sponsor pays for a message to be transmitted through media. This is referred to as:
- A. Advertising
  - B. Personal Selling
  - C. Publicity
  - D. Public relations
- 20 Which of the following is NOT an advantage inherent in the use of advertising?
- A. Ability to control the message.
  - B. Low cost per contact.
  - C. Ability to create brand images and symbolism.
  - D. Immediate feedback.
- 21 People influencing each other during conversations is referred to as\_\_\_\_\_.
- A. Opinion making.
  - B. Publicity.
  - C. Personal selling.
  - D. Word of mouth.
- 22 \_\_\_\_\_ is one of but popular and powerful tools of market promotion. It involves a several decisions.
- A. Advertising
  - B. Personal Selling
  - C. Publicity
  - D. Public relations
- 23 Some experts explain advertising decisions and activities in form of six 'M's as under :
- A. Mission, Money, Message, Monitoring, Media, Measurement
  - B. Machine, Money, Message, Monitoring, Media, Measurement
  - C. Motion, Money, Message, Monitoring, Media, Measurement
  - D. Multi tasking, Money, Message, Monitoring, Media, Measurement
- 24 Following are the features of an Advertising Except:
- A. Tool for Market Promotion
  - B. Personal
  - C. Paid
  - D. One-way Communication
- 25 \_\_\_\_\_ refers to written advertising that may be included in everything from newspaper and magazines to direct mail, signs and billboards.
- A. Print Media

- B. Broadcast Media
- C. Social Media
- D. Internet Media

- 26 \_\_\_\_\_ is used heavily when introducing a new product category.
- a) Persuasive advertising
  - b) Inferential advertising
  - c) Reminder advertising
  - d) Informative advertising
- 27 The following is the functions of advertising, Except;
- a) Persuasion
  - b) Perception
  - c) Reminder
  - d) Selling
- 28 Promotes a company image, rather than a specific brand. It attempts to create goodwill and the desired perception of an entire company, rather than one brand or product. Which type of Advertising it is?
- A. Institutional Advertising
  - B. Advocacy Advertising
  - C. Product Advertising
  - D. Guerilla Advertising
- 29 According to the macro model of communication, the four major communication functions are decoding, response, feedback, and \_\_\_\_\_.
- A. message.
  - B. encoding.
  - C. responded.
  - D. noise
- 30 Advertising research is not limited to testing \_\_\_\_\_.
- A. consumer behaviour.
  - B. message effectiveness.
  - C. media effectiveness.
  - D. creativity.
- 31 Which of the following is NOT a requirement for setting advertising objectives?
- A. Objectives must specify the amount of change.
  - B. Objectives must be stated in terms of profits.
  - C. Objectives must be realistic.
  - D. Objectives must be internally consistent.
- 32 Which of the following is NOT a problem with television advertising?
- A. Escalating Advertising Costs
  - B. Erosion Of Television Viewing Audiences
  - C. Substantial Audience Fractionalization
  - D. Inability To Achieve Impact
- 33 \_\_\_\_\_ is a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction.
- A. Advertising.
  - B. Sales promotion.
  - C. Direct marketing.
  - D. Publicity.
- 34 The word advertising comes from the Latin word \_\_\_\_\_
- A. Advertere
  - B. Adventus
  - C. Adventura
  - D. Advent

- 35 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
- 36 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
- 37 The \_\_\_\_\_ is the foundation of any advertising or marketing campaign.
- A. Research.
  - B. Target segmentation
  - C. Creative brief.
  - D. Media planning
- 38 Advertising is affected by \_\_\_\_\_ forces
- A. Economic.
  - B. Social.
  - C. Technological.
  - D. Economic, Social ,Technological
- 39 Series of messages that divide a single idea and theme which make up an integrated marketing communication.is known as
- A. Advertising.
  - B. Advertising research
  - C. Advertising Campaign
  - D. Product placement
- 40 Following are the benefits of Advertising to the Consumers EXCEPT
- A. Better Quality products
  - B. Low Standard of living
  - C. Education to Consumers
  - D. Saves time
- 41 Following are the benefits of Advertising to the Manufacturers EXCEPT
- A. Education to Consumers
  - B. Market Expansion
  - C. Builds Loyalty
  - D. Builds Image
- 42 Following are the Self-regulatory bodies of Advertising Except ,
- A. ASCI
  - B. Indian Newspaper Society
  - C. Doordarshan
  - D. NABARD
- 43 Palmer opened the first American advertising agency at \_\_\_\_\_ in 1850
- A. Pennsylvania.
  - B. Philadelphia.
  - C. San Fransisco.
  - D. Pittsburgh.

- 44 \_\_\_\_\_ became the first full service advertising agency.
- A. N.W.Ayer & Son
  - B. FCB Ulka Advertising Ltd
  - C. Ogilvy & Mather.
  - D. William Taylor
- 45 A personal ad is an item or notice conventionally in the \_\_\_\_\_, similar to a classified ad but personal in life.
- A. Defamation.
  - B. Newspaper.
  - C. Media bias.
  - D. News media
- 46 \_\_\_\_\_ is the number of people or households who are exposed to a medium.
- A. Audience.
  - B. Market.
  - C. Target.
  - D. Government
- 47 \_\_\_\_\_ is an elaborate booklet, usually bound with a special cover.
- A. Leaflet.
  - B. Brochure.
  - C. Pamphlet.
  - D. Hoarding
- 48 Egyptians used \_\_\_\_\_ to make sales messages and wall posters.
- A. papyrus
  - B. fabric
  - C. pine
  - D. eucalyptus
- 49 \_\_\_\_\_ are large structures located in public places which display advertisements to passing pedestrians and motorists.
- A. posters
  - B. billboards
  - C. display
  - D. classified
- 50 Advertising directly to consumers in newspapers was primarily popularized by \_\_\_\_\_.
- A. The news “criers” of ancient Greece and Rome.
  - B. USA Today.
  - C. The ads for other religious books that appeared in Gutenberg’s Bibles.
  - D. The “penny papers” of the 1800s.