

Objectives Type Questions –

1. _____ refer to reading matter that from the text of the advertisements near thousands of words.
a) Advertising copy b) illustration c) images d) none.
2. An advertising copy is not consisting –
a) illustration b) Live Video c) images d) none.
3. “UdanKhatolemeinUdChali” –this line is used in which adhesive brand company –
a) Fevicol b) Pidilite c) Nerolac d) Kingfisher
4. Testimonial copies generally features_____ & _____in the advertisements.
a) Celebrities b) Popular personalities c) Only (A) d) Both (a) and (b)
5. The Advertisements which sells the name of the company is known as –
a) Humour Copy b) Popular Copy c) Institutional Copy d) None of these.
6. The ad copy which arouses the interest to protect life and property is known as =
a) fear copy b) human interest copy c) zeal copy d) none.
7. Good Advertising Copy must posseses –
a) Conviction Value b) Memorising Value c) Instinc Appeal Value d) All of these.
8. “Every word counts because both space and time are expensive” this statement is given by-
a) AlaecPadamsee b) Wells and Burnett c) Faizan d) None of these.
9. The Advertising appeal is created through-
a) poetic words b) evocative language c) illustrations d) all of these.
10. Advertising copy is focus on which approach –
a) AIDA b) DAGMAR c) PACT d) None of these.
11. The Changed Slogan of “SONY” is -
a) create change b) make believe c) change experience d) like no other
12. Revival of Art and Education is Slogan of which institutional Brand in indore –
a) renaissance b) Acropolis c) Alesko d) RIBS
13. Advertising Is An Important Element Of –
A)Hrm B)Marketing C)Business D)Promotion Mix
14. Advertising Has Been Defined As –
A)Paid Form Of Communication B) Non – Personel Presentation Of Facts / Ideas.
C) Mass Ommunication Using Mass Media D) All Of These.
- 15.The First Indian Advertising Company Was –
A)O&M B)Rshi Advt. C)Dattram& Company D)None Of These.
16. Advertising Objectives Can Be Classified As –
A)Reinforcement And Reminder Advertising B) Informative &Persuassive Advertising
C) PersuassiveAndComparitive Advertising D) All Of These.
17. Reinforcement Advertising Intends –
A)Attract Consumers B)Persuassion To Dealers C) Assure Current Purchaser D)None Of These
18. Advertising Is BeneficialFor Manufacturer Because –
A) It Helps To Establish A Direct Contact Between Manufacturers And Consumers
B)It Leads To Smoother The Demand And Creating An Image Of Firm
C)It Gives The Employees A Feeling Of Pride And Introduction To New Products.
D) All Of These.
19. “Advertising Nourpower Of Men .It Creates Wants For Better Standard Of Living.....It Spruts Individual Exertion And Greater Production”-This Statement Is Given By –
A)SirWintson Churchill B)PrakashMehra C) S.K.Bhatia D)Stev.D.John.
20.Offer Consumers A Right To Choose-
A)Personnel Selling B) Propoganda C)Advertising D)Public Relations

21.&..... Requires Advertising To The Mass Market Through The Mass Media –
A) Mass Distribution B) Mass Production C) Mass Production & Consumption D) None
22. Sales In Fmcg Segment Due To Cause Of Advertising In 2009 –
A) 20% B) 35% C) 68% D) 83%
23. How Does Advertising Build A Monopoly ?
A) Through Effective Copy B) Using A Celebrity C) Improve In Quality D) Increase In Quantity
24.Refers To The Demand For Generic Products ?
A) Gdp B) NDP C) Primary Demand D) Public Service
25. The Objectives Of Selective Demand Advertising Is-
A) Stimulating Commodity Demand B) Stimulating Fmcg Market
C) Stimulating Specific Brands D) Stimulating General Demand
26. Consumer Advertising Is A Type Of-
A) Audience Based B) Objective Based C) Geographical Based D) Other Media Based
27. Lg Cellphone Is A Product Belongs To-
A) Commodity Product B) Trade Product C) Fmcg D) Durable Goods
28. "Hurry / Discount Offer" Is Type Of Advertising Based On -
A) Direct Action B) Indirect Action C) Co-Operation D) Push and Pull Strategy
29. "Ibm" Used Which Type Of Advertising -
A) Local B) Financial C) Comparative D) Global
30. Informative Advertising Used In Which Of The Stage Of Plc –
A) Introduction Stage B) Growth C) Maturity D) Decline
31. What Is The Punline Of Phillips Home Appliances –
A) Connecting People B) Lets Make Things Better C) Sense And Simplicity D) Simplicity And Change.
32. Non Commercial Advertising Usually Published By –
A) Hospital B) Education Institute C) Charitable Institutions D) Fmcg's
33. 4 Colored Flag Is Symbol Of -
A) Microsoft Windows B) Lindows C) Microsoft Linux D) Photoshop
34. Which One Is The Punline Of Dell (Computers)
A) I Am Here B) Your Is Here C) Always On Finger Tips D) Unlimited Computing
35. A Detergent That Advertises How Clean It Gets Clothes Is Appealing To The _____ Consumer Need –
A) Functional B) Symbolic C) Biological
D) Utilitarian E) Experiential
36. U.S.P. Is Stands For –
A) Unique Sales Presentation B) Unique Selling Proposition
C) Unique Silver Product D) Unites Style of Product
37. Another name for a company's marketing communications mix is:
a) the advertising program. b) the sales force. c) the image mix. d) the promotion mix.
38. Which tool of the promotional mix is defined as any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor?
a. advertising b. public relations c. direct marketing d. sales promotion
39. The _____ is the specific mix of advertising, personal selling, sales promotion, public relations, and direct marketing tools that the company uses to pursue its advertising and marketing objectives.
a. value mix b. integrated dealer mix
c. marketing communications mix d. marketing control mix
40. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?
a. advertising b. public relations c. direct marketing d. sales promotion

41. If a company wants to build a good “corporate image,” it will probably use which of the following marketing communications mix tools?
a. advertising b. public relations c. direct marketing d. sales promotion
42. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.
a. Personal selling b. Public relations c. Direct marketing d. Sales promotion
43. There is an increasing amount of commerce being done via the Internet. With respect to the promotional mix, which of the following categories would be most directly concerned with Internet commerce?
a. advertising b. public relations c. direct marketing d. sales promotion
44. The personal presentation by the firm’s sales force for the purpose of making sales and building customer relationships is called:
a. personal selling. b. public relations. c. direct marketing. d. sales promotion.
45. Which of the following major promotional tools use press relations, product publicity, corporate communications, lobbying, and public service to communicate information?
a. advertising b. public relations c. direct marketing d. sales promotion
46. Which of the following major promotional tools use the telephone, mail, fax, e-mail, and the Internet to communicate directly with specific consumers?
a. advertising b. public relations c. direct marketing d. sales promotion
47. Although the promotion mix is the company’s primary communication activity, the _____ must be coordinated for greatest communication impact.
a. organizational culture b. entire marketing mix c. demand mix d. profit variables in a company
48. 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.
49. A specific communication task to be accomplished with a specific target audience during a specific period of time is called an:
a. advertising campaign. b. advertising objective.
c. advertising criterion d. advertising evaluation.
50. Which of the following WOULD NOT be one of the primary advertising objectives as classified by primary purpose?
a. to inform b. to persuade c. to remind d. to make profits