**Advertising SEM III**

Select the correct alternative out of the followings.:

1. --------------------- is paid form of providing information through media..( Advertising, Publicity, Salesmanship,Sponsorship)
2. Positioning is an element of ----------------( IMC, Selling, Distribution, Demand)
3. Just dial services is a form of --------------marketing.( direct, Indirect, Personal, Non personal)
4. Advertising helps to develop Brand---------------- ( Image, Fatigue, Disrespect, Respect)
5. Trade mark was a form of advertising in --------stage.( pre priniting, post printing, global, digital)
6. 1st American Ad. Agency was started by ------------(Volney Palmer, Philip Kotler, GeorgeO’Well, Peter Drucker)----
7. 1st Indian Ad. Agency was ---------------( S. Ayyangar, B. Dattaram, K. Mathur, H. Balsunder)
8. Printing Press was invented by ---------( Gutenberg, Marconi, Baired, Kotler)
9. 1st Indian Newspaper was.------- ( Bengal gazette, Shimla Gazette, Darpan, Mashal)
10. 1st radio commercial was published in the year-------------.
11. ABC was set up in India in the year --------------( 1948. 1957, 1955, 1961)
12. ------------- is a self regulatory body.-----( ABC, INS, IMRB,ASCI)
13. ------------ is not an active participant in Advertising. ( Media, Advertiser, Government, Product)
14. -------------- stage is second stage in PLC .( Introductory, Growth, Maturity, decline)
15. ------------. stage is 4th stage in PLC( Introductory, Growth, maturity, decline)
16. Retentive advertising is released during ------------- stage PLC( Introductory, Growth, maturity, decline)
17. Primary advertising is for -------- product. ( Branded, Unbranded, Fake,Harmful)
18. Buy today n save rs. 200/ is an example of ------------advertising.

( Direct action, Indirect action, Primary , Secondary)

1. Car cards is ------------- form of advertising. ( Indoor, outdoor, printed, Distractive)
2. Electronic advertising is also called ------------- advertising.( Broadcasting, digital, Audio, Conventional)
3. 1st Handbill was brought out by----------.( William Caxton, Gutenberg, Baired, Taylor)
4. Advertising is an element of ----------mix(Promotion, Product, Price, Place)
5. ---------------is ancient form of advertising.( Town criers, Radio, News paper, TV)
6. ---------------is the perception of the product in the mindset of customers.(Brand Image, Brand Positioning, Brand Equity, Brand Fatigue)
7. --------------advertising is done by trade associations or cooperative groups.

( Primary, Secondary, Institutional, Service)

1. Advertising is an element of-----------–mix.( Promotion, Price, Place, Product)
2. **------------**refers to the paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. ( Advertising, Publicity, Sponsorship, Personal selling)
3. Audience are ------.( Sellers, Vendors, Buyers, m

Manufacturers)

1. ---------------is the oldest ad agency in India. (B. Dattaram & Company, S Minakshi & Co., P. Sawlaram & Co., ABC Co. ltd.)
2. ------------is the first newspaper in India.(Bengal Gazette, Mumbai Gazette, Chennai Gazette, Gujarat Gazette)
3. Brand image is the ------of the brand in the minds of target customers.

( Perception, Goodwill, Look out, knowledge)

1. ------------is the foundation of advertising. (Creativity, Media, Photographer, Art director)
2. Detailed information about the product can be given in ------------advertising.( print, TV, Radio, Poster**)**
3. ----------advertising is undertaken to obtain immediate response of the target audience. (Direct-action, In direct action, Service, Product)
4. Anti-drugs campaign as an example of ---------advertising. ( Social, Product, Service, Institutional)
5. -------maintains transparency and keeps companies free from disputes. ( IMC, Product, Service, Government)
6. IMC unifies all ------ communication tools. ( marketing, personal, non personal, mass)
7. ----------- works on behalf of advertiser.( Ad. Agency, Media, Govt.,Company)
8. ------------- is the jest of Ad. Agency. ( Media relations, Creativity, Productivity, Punctuality)
9. Art director is the head of --------------department.( Creative, Media, Administrations, Contact)
10. Traffic dept. of Ad agency looks after ------------.( Schedule, road traffic, signal system, creative work)
11. -------------- agency provides services on piece meal basis. ( Full service, Modular, Creative Boutique, Global)
12. Creative Boutique provides ------------------services.( Specialised,General, Normal, All)
13. ------------------agency is a part of Advertiser’s Organisation. ( In house, creative boutique, Local ,Mega)
14. Ad. Agency is the -----------between client and the media.( Intermediary, Client, Rival, Friend)
15. Mega agency is the result of -------------of many agencies.( Mega, Local, Specialist, Global)
16. ------------ is the combination of Ad. agency and Ad. department ( In house, Media buying, Creative boutique, Global agency )
17. --------------means no. of clients who leaves an agency. And join another.

( Client turnover, Labour turnover, Creditor turnover, Debt. Turnover)

1. -------------- agency provides all services including marketing services.

( Full service, Modular, specialist, Mega)

1. ------------- agency is a type of agency working along with e commerce.

( Full service, B2B, In house, Mega)

1. -------------------is a traditional method of paying compensation to Ad. agency.

(Commission, Charges, Cost plus system, Fees)

1. ---------------is the base of agency client relationship.( Mutual trust, Non transparency, Informal relations, Friendship)
2. Dissatisfaction is the main reason for --------------.

( Getting Client , Client payment, Client turnover, Client relations)

1. ---------------is a mean of getting clients. ( Referrals, Turnover, Budget, Investments)
2. -----------------is the presentation by Ad. agency to a client.

(Creative pitch, Creative Brief, Creative Copy, Creative Layout)

1. Copy writers and Art directors should have mainly --------------skills.

( Conceptual, Operative, Communication, Sress releasing )

1. -------------- refers to imaginative power advertiser.

( Client relations, Visualisation, media connection, controlling Ad. agency)

1. --------------------- undertakes the job of editing, recording , dubbing etc.

( Production house, Ad. agency, Camera man, Art director, Copy writer)

1. -------------refers to computerized games, video technology etc.

( Animation, printing, Market research, Modelling)

1. ------------- refers to self employment.( Free lancing, Copy writing, Creativity, managing Ad. agency)
2. Graphic designing is mainly concerned with -------------media.

( Print, Radio, Audio, Outdoor)

1. ----------------gives accreditation to Ad. agencies in India.

(INS, AAAI, IMRB, ASCI)

1. Advertising is an element of **-----------------** costs.( Production, Distribution, Administration, Office)
2. Advertising should maintain-----------( Ethics, Relations, profit, Price)
3. -------------is a self regulatory body.( ASCI, Internet, ABC, TV)
4. -------------------is a nodal agency of Government.( ABC, DAVP, AAAI, DD)
5. ------------------advertising is also known as pro bono advertising. ( Financial, Political, Social, Ethical)
6. ---------------is a type of social media( FB, Newspaper, Magazine, TV)
7. Advertisement of Pulse Polio is an example of ---------------. ( Social advertising, Advertising through social media, Political Advertising, Financial Advertising)
8. --------------advertising is deceptive. ( Social, Financial, Surrogate, Pro bono)
9. Surrogate advertising is undertaken for products which are ---------------.

(promoted, restricted, healthy, good)

1. The goal of ASCI is to enhance -----------confidence in advertising.

( Public, Private, Self, Social)

1. Generic advertising is also known as -----------advertising. (Primary, Secondary, Social, Pro bono)
2. ---------agency provides all advertising services to the client. (Full-service, Creative Boutique, Modular, In house)
3. Generally, ad agencies get commission from media of **----**percent.

(15, 20,10,7)

1. ------------means communication through visuals.

(Graphic designing, fashion designing, greeting design, tour designing)

1. In India ad agencies get accreditation from -----( INS, TRP, TV, Radio)
2. -------agency is maintained by large advertises.(In-house, modular, creative boutique, mega agency)
3. An advertising agency is an -------organization composed of creative people.

(independent, dependent, single, double)

1. ----------refers to creation of moving pictures and images,.( Animation, Graphics, Free hand, Abstract )
2. Advertising --------------the prices.( Reduces, maintains, increases, does not change)
3. Healthy --------- is the result of advertising in long run. (monopoly, competition, body, economy)
4. -------refers to the presentation by advertising agency to a prospective account. ( creative pitch, creative brief, cricket pitch, voice pitch)
5. Advertising agency is a ----organization. (service, industrial, voluntary, non commercial)
6. ASCI code is applicable to misleading ads on ----------( Print, broadcasting, audio, all)
7. Advertising creates --------------( demand, marketer, seller, consumer)
8. ASCI is a ------------- body.( statutory, voluntary, commercial, profit making)
9. ----------- advertising eventually wins.( Truthful, Fake, False, Wrong)
10. Advertising provides economies of --------------scale. ( large, small, average, optimum)
11. ---------------advertising develops reputation of the brand.( Truthful, illegal, false, exaggerated)
12. Anti drugs campaign is --------------advertising.( Pro bono, unethical, lawful, undesirable)
13. Bharat Nirman campaign is launched by ------------------.( DAVP, DD, AIR, ABC)
14. --------------is the heart/soul of ASCI.( Consumer Complaint Cell, Red cell, White cell, Grievances cell)
15. ASCI was established in the year -------------( 1985, 1995, 2005, 1975)
16. ----------------is the life of a society.( Culture, Economy, Market, Products)
17. DAVP is --------------wing of government. ( production, warehousing, publicity, insurance)
18. --------is the nodal agency looking after multi-media advertising for the government. ( ABC, TRP, DAVP,KBC)
19. DAVP is the -------agency looking after multi-media advertising for the government. ( model, nodal, mercantile, commission)
20. ---------------is the combination of all tangible and intangible elements in society.( Culture, Money, Market, Product)
21. ------ has regulatory powers to ban misleading ads. ( ASCI, DAVP,ABC, INS)
22. -------is a harmful product.( Tobacco, Chocolate, Biscuits, Ice cream)
23. Lose weight without exercise/ diet is an example of ----------advertisement.

(False, Ethical, Good, Acceptable)

1. ---------advertisement create reputation for the brand and company.

(Value based, Unethical, Normal, False)

1. ------- are soft targets for advertisers. ( Children, Women, Handicapped, Youths)
2. ------- undertake advertising through DAVP to promote social/ national interest.( Govt., Companies, Political parties, NGOs)
3. Selective advertisements is for -------products.( Branded, Generic, Primary, Unbranded)
4. ------advertisements is for branded products. (Generic, Primary, Unbranded, Selective)
5. Creative advertising creates -------. ( Supply, Production, Demand, Commission)
6. Advertising is a ------------------process.( Communication, Non communication, Production, Distribution)
7. There are --------elements in communication process.( 2,3,5,8)
8. ----------is an element of communication process of Advertising.

( Target Audience, Teacher, Student, College)

1. -------------is encoding in communication process of advertising.

( Brand , road signals, traffic symbols, code language of CID)

1. AIDA was popularized by --------------.( EKStrong, William, John Baired, Marconi)
2. --------------is mental picture of a brand.

( Brand image, Brand Equity, Brand Loyalty, Brand Integrity)

1. In AIDA; D stands for----------( Demand, Desire, Devil, Duty)
2. ------------of Indian population lives in villages.

( 100%, 10%, 25%,70%)

1. ------------popular strategy for rural market.

( Show n Tell, Read, Listen, high technology)

1. ----------------is an aggressive advertising.

( Product, Service, Financial, Advocacy)

1. Corporate advertising is also known as --------------advertising.

( product, Brand, Institutional, Service)

1. Green advertising refers to advertising of ------------products( green coloured, useful, chemical, eco friendly)
2. Corporate advertising enjoys reputation for a ---------(company, brand, service, activity)
3. Ads undertaken by a trade association are called as -------- ads.

( Primary, selective, pioneering, retentive)

1. -----------elements are safe for human body.

( Non toxic, Toxic, Chemical, Non organic)

1. Using recyclable package is ---------advertising.

( green, yellow, red, purple)

1. ---------------means giving news on you tube also.

( Convergence, Translation, Diversion, Digitalization)

1. Internet ---------------is used by marketer to collect information about one who browses any web site.( Spy ware, Server, Pop ups, Advertisements)
2. The split between media agencies and creative agencies is called ------

(Bundling, Unbundling, Bonding, Un bonding)

1. -----------agency is a recent trend now.

(Global, Unethical, Normal, Local)

1. --------------of Face Book is a common practice in advertising now.

(Live streaming, Cutting, Controlling, Trolling)

1. ----------- is an example of augmented/ virtual reality.

(Pokeman ,W’App, FB, Instagram)

1. -------------------advertising promotes ecofriendly products.

( Green, Yellow, Red, Pink)

1. -------------------is the encoder of the message.

( Advertiser, consumer, media, Govt.)

1. -----------------is the decoder of message.

( Advertiser, Audience, Media, Channel)

1. --------is the incremental value of a Brand.

( Brand Equity, Brand Frequency, Brand Image, Brand Loyalty.)

1. Under brand crisis -------event centers around a particular brand.

(negative, positive, neutral, attractive)

1. Advertising has a role to play in -----building.

( brand, machine, tower, property)

1. --------leads to loss to the company.

(Brand crisis, Brand Image, Brand positioning, Brand Equity)

1. Communication ends with--------------.

(decoding, feedback, encoding, hazards)

1. Brand----------means repeated purchases of a brand.

(Crisis, Loyalty, Equity, Image)

1. The fastest growing media for advertising is ------.

( TV, Internet, Radio, News paper)

1. Communication process requires -----------elements.

(two, eight, three, four)

1. Advertising is ---------------communication.

( personal, mass, negative, necessary)

1. Indian rural market is ---------------.

(diverse, homogenous, abstract, non reachable)

1. Internet ------ helps in tracking viewers of a website.

( spyware, software, hardware,nowhere)

1. ----------advertisers lack accountability.

(Political, Financial, Product, Institutional)

1. The Federal Trade Commission has issued guidelines on -------advertising.

( Green, product, Red, Institutional)

1. -------------is common media in political advertising.

(Hoardings, Internet, Balloon, Window display)

1. Brand ------------is an attempt to allot human characteristics to a brand.( Personality, Identity, Equity, Loyalty)
2. Brand association is a -----------between a brand and its utility.

( connection, disconnection, bridge, agent)

1. Brand----------means placing a brand in the mind set up of the audience. ( Positioning, Personality, Identity, Equity)