

**MODULE 1: ADVERTISING MEDIA****Q- Select the appropriate option form the bracket and rewrite the statements-**

1. ----- certifies and audits the circulation of major publication. [ABC, INS, ASCI]
2. ABC is operating in India since ---- [1945, 1948, 1950]
3. Advertising through SMS and MMS is a form of ----advertising.[Radio, outdoor, digital]
4. -----publication has the highest average issue readership in India. [Dainik Bhaskar, Hindustan, Dainik Jagaran]
5. Digital media uses ----- [microchips, macro-chips, chips]
6. Doordarshan does not accept the ads of-----[travel agents, insurance companies, chit funds]
7. Film advertising is more-----in impact. [ soothing, lasting, attractive]
8. In India, Television was launched in the year-----[1949, 1959, 1969]
9. In India, the first radio program was aired in the year -----[1923, 1933, 1943]
10. -----is a fastest growing advertising medium. [internet, newspaper, TV]
11. ----- fastest growing medium in advertising. [Internet, TV, radio]
12. ----- is a form of new age medium. [internet, outdoor, newspaper]
13. Internet is an economical for ----- advertising. [local, national, global]
14. ---- is an interactive medium. [internet, newspaper, magazines]
15. -----provides interactive facility. [ newspaper, internet, TV]
16. -----provides interactive facility. [internet, hoardings, magazines]
17. Last minutes changes are possible in the case of -----media. [TV, outdoor, magazine]
18. -----advertising has longer life. [magazine, radio, TV]
19. -----advertising has a longer life. [Magazine. TV, Radio]
20. Magazines are -----publication. [regular , periodical, daily]
21. Magazines are read, newspaper are----- [ observed, scanned, seen]
22. ----- advertising provides reference value. [TV, Newspaper, Outdoor]
23. ----- can provide media support with current events. [newspaper, magazine, trade journals]
24. ----- media can provide media support with current events. [magazine, trade journals , newspapers]
25. -- medium has the higher share of advertising revenue in India. [magazine, newspaper, internet]
26. No advertisement message shall be presented as ----- [commercial, news, publicity]
27. Out of home advertising is ----- [costly, economical, daily]
28. -----advertising is best suited for local retailers.[Newspaper, magazine, outdoor]
29. Pilferage of data is common in ----media. [digital, print, broadcasting]
30. -----form of outdoor advertising induces action at the stores. [Point of purchase, sandwichman]
31. Pop-up windows is a form of-----advertising. [internet, radio, TV]
32. Product demonstration can be effectively shown in-----advertising. [radio, TV, magazine]
33. ----- ads have audio impact. [radio, television, newspaper]
34. Radio advertising has better-----value. [money, recall, brand]
35. ---- advertising have short life. [radio, outdoor, magazine]

36. -----ads have audio-visual impact. [newspaper, television, magazine]
37. Transit advertising is a form of -----advertising. Indoor, outdoor, internet]
38. ----- is a form of out-of-home media.[TV, Transit, Magazine]
39. -----medium combines the effects of video and audio. [radio, newspaper, TV]
40. ----- exposure relates to the number of the times a person reads a magazines. [media, vehicle, advertising]
41. Window display is a form of -----advertising. [ online, newspaper, point-of-purchase]

## MODULE 2: PLANNING ADVERTISING CAMPAIGN

1. Ad campaign consists of a -----of advertisement. [group, series, part]
2. Advertising budget acts as a -----device. [panning, controlling, organizing]
3. ----- means planning the advertising expenditure. [advertising budget, media planning, DAGMAR]
4. Advertising campaign has--- theme. [no, multiple, single, double]
5. -----is/are a/the media objective. [MRP, TRPs, GRPs, ]
6. -----method is a subjective method of setting advertising budget. [Percentage of sales, arbitrary, market share]
7. Arbitrary method of ad budget is not ----- [acceptable, rational, practical]
8. Availability of -----influences the amount of ad budget. [products, funds, media]
9. -----objectives are qualitative in nature. [sales, communication, company]
10. ----- method is a fixed guideline method of setting advertising budget. [Percentage of sales, arbitrary, competitor's parity]
11. DAGMAR is a ----- process model. [mental, purchase, sales]
12. DAGMAR model was developed by-----Russell Colley, Philip Kotler, W. J. Stanton]
13. Execution of ad campaign depends on arrangement with -----[money, management, media]
14. ----- is linked to media objectives. [frequency, reinforcement, coordination]
15. ----- means number of times the target audience is exposed to the message within a specific period. [reach, frequency, GRP]
16. ----refers to the numbers of time the target audience is exposed to a message during a specific period. [frequency , reach, continuity]
17. -----are calculated by multiplying frequency by reach. [ TRPs, GRPs, Selling points]
18. ----- are calculated by multiplying frequency by reach.[ TRPs, GRPs, Scores]
19. In-----strategy, advertising is done heavily during a particular period.[bursting, steady, alternating]
20. In -----strategy, advertising work is distributed throughout the year. [pulsing, fighting, teaser]
21. Media planning helps in media ---- [identity, study, selection]
22. Media ---- refers to the process of selecting media mix for advertising the product. [planning, buying, scheduling]

23. Media --- refers to the process of choosing the media for advertising purpose. [ panning, selection, scheduling]
24. Media ----is a single program. [insertion, vehicle, posting]
25. --- is an element of media –mix. [methodology, target customers, advertiser]
26. Percentage of sales method is linked with the total---of the previous year. [turnover, profit, sales]
27. ----is a media objective. [awareness, brand image, reach]
28. Reach is the number of people ---to the message. [exposed, used, allergic]
29. -----of advertising budget considers the objectives for allocating of funds. [task method, fixed guideline method, arbitrary method]
30. ----method of advertising budget considers the objectives for allocating funds. [fixed guideline, task, arbitrary]
31. ---- method provides a logical basis for deciding advertising budget. [Percentage of sales, arbitrary, task]
32. The first step in DAGMAR is---- [ conviction, unawareness, awareness]
33. Under-----media scheduling strategy , there is heavy advertising followed by hiatus and again heavy advertising.[ bursting, pulsing, flighting]
34. Under-----\_media scheduling strategy, heavy advertising is undertaken followed by limited advertising and again heavy advertising. [pulsing, steady, bursting]
35. Under ----- media strategy, advertiser starts on a lower scale and gradually increases as the season peaks. [ teaser step-up, teaser step-down, steady]

### **MODULE 3: FUNDAMENTAL OF CREATIVITY IN ADVERTISING**

1. -----attempts to induce action on the part of the prospect. [appeal, response, visualization]
2. ----helps to induce action on the part of the prospect. [appeal, reaction, visualization]
3. Buying motives are---- urge. [internal inner, personal]
4. ---- refers to the intention behind purchases. [selling points, buying motives, appeals]
5. Celebrities -----audience. [advise, misguide, put-off]
6. Consumer durables of high value are often bought on the basis of ----- appeals. [emotional, rational, moral]
7. Creative brief is a ---[campaign, document, guideline]
8. --- is an outline that provides instructions for the work to be done by agency's creative team. [creative brief, creative art work, creative copy]
9. Creative brief is rightly called----[ blueprint, green card, road map]
10. -----is the outline of instructions for work to be done by the creative team of the advertising agency. [Creative brief, visualization, creative process]
11. Creativity enriches everyone ---[pocket, life, business]
12. Creativity establishes----of the products. [shape, essence, identity]
13. Creativity in advertising ----- [attract attention, decrease sales, make ad ineffective]

14. ---- appeals are related to an individual psychological needs for purchasing certain products. [rational, emotional, moral]
15. ----refers to a person who recommends a product in the advertisements. [endorser, visualizer, copy writer]
16. -----refers to number of times within a specific time period that an average person or household is exposed to the ad message. [frequency, reach, GRPs]
17. ---- products are priced higher. [high involvement, low involvement, first hand]
18. ---- is related to intuition. [ideation, illumination, incubation]
19. ---- is an example of high involvement products. [jewellery, houses, toothpaste]
20. ----- refers to the number of persons or households exposed to a media program at least once during a specific time period. [media reach , frequency , GRPs]
21. ----is the central idea of an ad campaign.[ Message theme, creative brief, creative pitch]
22. ----appeal is one that appeal to the sense of right or wrong. [emotional, rational, moral]
23. ---- is a technique of visualization. [SMP, USP, observation]
24. ---- is a step in creative process. [direction, orientation, multiplication]
25. --- appeal is a logic based optional. [emotional, rational, moral]
26. -----appeals are logic based appeals. [rational, emotional, moral]
27. Security is a----- [buying motives, selling points, advertising copy]
28. ----- are special indicators of a product. [selling points, buying motives, appeals]
29. Selling points are-----of the product. [features, advantages dimensions]
30. ---- refers to the features of the products which helps the product to get sold. [selling points, buying motives, appeals]
31. The concept of USP was developed by---\_[Rosser Reeves, David Ogily, Al Reis]
32. The concept of USP was developed by-----[Rosser Reeves, Kotler, Stanton]
33. ----is a selling strategy. [DAGMAR, USP, AIDA]
34. ---is a single minded proposition. [USP, GSP, MSP]
35. -----is a specific characteristics that makes a product stand out from its competition. [USP, soft selling, hard selling]
36. -----is a specific characteristics that makes a product stand out from its competitors. [USP, visualization, selling points]
37. -----is a creative imagination of ideas for advertising. [visualization, analysis, interpretation]
38. ---- is a process of imagination. [visualization, conception, ideation]
39. ----- refers to creative imagination of ideas. [analysis, visualization, USP]

#### **MODULE 4: EXECUTION AND EVALUATION OF ADVERTISING**

1. ----- is a title of brief explanation give to an illustration.[caption, logo, copy]
2. ---- testing compares the effectiveness of creative ideas. [concept, recall, checklist]
3. ----- is eye-catching. [balance, unity, contrast]
4. Copywriting is a form of-----marketing. [inbound, outbound, outpost]

5. Eye movement in an ad can be controlled by ---[pointing devices, cartoons, gaze movements]
6. ---- copy is also known as reason-why copy in ads.[hard sell, soft sell, topical]
7. ---- helps to overcome language barrier. [Illustration, headline, body copy]
8. -- is a picture or photograph used to convey advertising message. [headline, caption, illustration,]
9. In----- test, the responded are requested to recollect the ads which they have read seen or heard. [recall, readership, attitude]
10. -----copy improves the image of the company. [[educational, colloquial, institutional]
11. ----- copy in advertising focuses on the name and goodwill of the advertiser.[institutional; testimonial, topical, ]
12. --- is a musical commercial in TV and radio ads. [jingle, slogan, headline]
13. ---- is a musical commercial. [logo, headline, jingle]
14. Jingle is associated with --- ads. [radio, newspaper, outdoor]
15. ---- refers to the arrangements of various elements of advertisement. [logo, layout, illustration]
16. ---is the corporate signature. [logo, caption, tagline]
17. ----refers to signature of the advertiser. [logo, slogan, illustration]
18. Pictures speaks louder than ----[ sound, words, swords]
19. Popularity of ---- is on its repetition by the people. [music, copy, jingles]
20. ---- avoids wastage in advertising. [Concurrent testing, pre-testing, post-testing]
21. ---test is a post-testing method of evaluating advertising effectiveness. [consumer jury, recall, check list method]
22. ----- test is conducted in different cities to find out ad effectiveness. [sales-area, consumer jury, check list]
23. ----is a small catchy phrase used in the ad to sum up the advertising message. [slogan, logo, body copy]
24. ----- summaries advertising message. [slogan logo caption]
25. ---- is a variation of inquiry test. [split-run, sprint-run, space-run]
26. Story board is used in---- advertising. [newspaper, magazine , TV]
27. Storyboard is drawn by-----directors. [art, media, accounts]
28. -----are considered synonymous with slogans. [tagines, logo, headline]
29. -----ad is a types of broadcasting ad. [radio, TV, internet]
30. ----copy makes use of current events in the ads. [institutional, topical, scientific]
31. ----- copy is based on current cases. [topical, tropical, traceable]
32. Unusual materials are----- to remember. [difficult, easy, forced,]
33. White space can communicate as effectively as-----[ copy, layout, illustration]
34. Words are more--- than visuals. [attractive, specific, demanded]
35. Youngsters like----music in advertising. [soft, jazzy, classical]