

SYBCOM SEM IV SAMPLE QUESTION PAPER

ADVERTISING 2

1. Media has been used in the advertising world for years.
 - a. **Traditional**
 - b. Broad casting
 - c. Digital
 - d. Satellite
2. The term Means channels of communication in advertising.
 - a. **Media**
 - b. Out Of Home
 - c. Introduction
 - d. Attention
3. is one of the advantages of newspaper advertising.
 - a. **Editorial support**
 - b. Government support
 - c. People support
 - d. Customer support
4. Femina, Women's Era, Eves Weekly are
 - a. **Women's Magazines**
 - b. General consumer magazines
 - c. Professional magazines
 - d. Women's Newspaper.
5. Reader's Digest, The Illustrated Weekly, India Today are
 - a. **General Consumer Magazines.**
 - b. Women's magazines
 - c. Children's magazines
 - d. Professional magazines
6. advertising takes the form of spot announcements and sponsored programmes.
 - a. **Radio**
 - b. Magazines
 - c. Hoardings
 - d. Banners
7. Radio broadcasts started in India in the year
 - a. **1927**
 - b. 1947
 - c. 1950

- d. 1957
- 8. advertising has the highest penetration of approximately 98% of the Indian Population .
 - a. **Radio**
 - b. Newspaper
 - c. Magazines
 - d. Hoarding
- 9. An is a series of advertisement message that share a single idea and theme which make up an integrated marketing communication IMC.
 - a. **Advertising campaign**
 - b. Newspaper
 - c. Radio FM
 - d. Strategy
- 10..... is the first step in advertising campaign planning.
 - a. **Define Target Audience**
 - b. Radio FM rate cards
 - c. Newspaper ad rates
 - d. Testing of ads
- 11. In the step of in advertising campaign planning , the answers to the following questions Who, When, How, How Often Do, What pertaining to the customers/prospects are answered.
 - a. **Define Target Audience**
 - b. Setting budget
 - c. Pre testing
 - d. Post testing
- 12..... Is a marketing approach used to measure the results of an advertising campaign.
 - a. **DAGMAR**
 - b. CAGR
 - c. Business Economics
 - d. Quantitative behaviour
- 13. According to model , the ultimate objective of advertising involves a communication task, intended to create awareness, impart information , develop attitude and induce action.
 - a. **DAGMAR**
 - b. CAGR

c. Business Environment

d. PESTLE

14. In setting advertising objectives, Should be specified.

a. **Time period**

b. Newspaper

c. Magazines

d. Digital

e. Internet & Mobile

15. The term means planning the advertising expenditure .

a. **Advertising budget**

b. Planning

c. Profit & Loss statement

d. Balance sheet

16. In Method the advertiser takes a certain percentage of sales and apportions the amount for advertising.

a. **Percentage of sales**

b. Unit of sales

c. Fixed profit percent

d. Market share percentage

17. refers to the number of persons or households exposed to a particular media vehicle or media schedule at least once during a specific period of time.

a. **Reach**

b. Beach

c. Branch

d. Frequency

18. refers to the number of times within a specific period that the target audience is exposed to the message .

a. **Frequency**

b. Reach

c. GRP

d. TRRP

19. Is the concept of putting together reach and frequency, so as to describe the total weight of a media effort.

a. **Gross rating Points**

b. Total Reach Point

c. Total Frequency point

- d. Total advertising point
20. In simple words , means being inventive and innovative .
- a. **Creativity**
 - b. Negativity
 - c. Positivity
 - d. TRP
21. In advertising , a is the outline of instructions for work to be done by the advertising agency's creative team.
- a. **creative brief**
 - b. TRP
 - c. GRP
 - d. Reach
22. is the first step in preparing a creative brief .
- a. **Gathering client's information**
 - b. Gather newspaper information
 - c. Gather GRP
 - d. TRP
- 23..... Is an element of advertisement copy.
- a. **The Headline**
 - b. Legs
 - c. Hands
 - d. Music / Jingle
- 24..... consists of a few short words that communicate to the audience what the company does and how it is different from competitors .
- a. **Tagline**
 - b. Head line
 - c. Copy line
 - d. Logo
25. in an advertisement is a picture or a photograph which is used to convey the advertising message .
- a. **Illustration**
 - b. Jingle
 - c. Tag Line
 - d. Signature