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MKT-621 MCQS

1) The process of translating thought into a symbolic form is known as

- \_\_\_\_\_.
- A- Encoding
  - B- Feedback
  - C- Noise
  - D- Decoding**

2) 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 clear and in writing.

3) In terms of execution styles, a family seated at the dinner table enjoying the advertised product would be an example of which of the following types of advertising?

- A- Lifestyle**
- B- Mood or imagery
- C- Slice of life
- D- Personality symbol

4) Which one of the following types of advertising promotes products, services or ideas with the expectation of making a profit?

- A- Product advertising
- B- Non-commercial advertising
- C- Action advertising
- D- **Commercial advertising**

5) Which one of the following refers to number of times the audience is exposed to an advertisement message?

- A- Frequency**
- B- Reach
- C- Scheduling
- D- Coverage

6) Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

- A- Publicity
- B- Personal selling**
- C- Sales Promotion
- D- Public relations

7) Which one of the following is included in classification of advertisement?

- A- Perceptible
- B- Imperceptible
- C- Target Audience**
- D- Induced

8) Which one of the following is NOT an ingredient of a Promotion mix?

- A- Direct marketing
- B- Sales promotion
- C- Advertising
- D- Warehousing**

9) Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

- A- Decline stage**
- B- Introduction stage
- C- Growth stage
- D- Maturity stage

10) A(n) \_\_\_\_\_ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.

- A- Product feature
- B- Brand**
- C- Sponsorship
- D- Logo

11) Which one of the following is the main ingredient of Promotional mix?

- A. Advertising
- B. Personal selling
- C. Public relation
- D. All of the given options**

12) Which one of the following form of communication represents advertising?

- A. Paid form of personal communication**

- B. Unpaid form of personal communication
- C. Paid form of non personal communication
- D. Unpaid form of non personal communication

13) If a company's customers are concentrated in a small geographic area and the company sells technical products, which one of the following promotion methods is better?

- A. Advertising
- B. Personal selling**
- C. Publicity
- D. Public relation

14) Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

- A. Personal selling**
- B. Advertising
- C. Publicity
- D. Public relation

15) Which one of the following is NOT a part of advertising Pyramid?

- A. Need**
- B. Attention
- C. Desire
- D. Interest

16) Nestle gave an advertisement, "Nestlé's makes the very best chocolate," which one of the following claim they have used in this advertisement?

- A. Weasel claim**
- B. Puffery
- C. Shock ad
- D. Emotional ad

17) In US presidential election 2008, two major candidates, Barak Obama and John Mackin had spent more then \$ 28million for advertising their election campaign.

Which one of the following benefits they got from this huge spending?

- A. Economic
- B. Social
- C. Political**
- D. Cultural

18) Which one of the following major benefit advertising is providing to the society?

- A. Using latest media

- B. Using latest technology
- C. Using celebrities in the advertisements
- D. Providing information about a new product**

19) Which one of the following is NOT a component of a product?

- A. Credit term**
- B. Quality
- C. Design
- D. Packaging

20) Which one of the following is mostly closely associated with the concept of Intermediaries?

- A. Market targeting
- B. Channels of distribution**
- C. Market segmentation
- D. Marketing information

21) Which one of the following is first step in developing media plan?

- A- Market situation analysis**
- B- Evaluation & control
- C- Selection of media
- D- Media strategy implementation

22) Which of the following components compare and measure the achievement of objectives in an advertising campaign?

- A- Post campaign
- B- Pre campaign
- C- Mid campaign
- D-Future campaign**

23) In which one of the following components, agency analyzes whether message content & presentation will perform as desired or what changes may be required?

- A- Copy research
- B- Media research**
- C- Market research
- D- Distribution research

24) A detergent that advertises how clean it gets clothes is appealing to the \_\_\_\_\_ consumer need.

- A- Symbolic
- B- Functional
- C- Biological

D- **Experimental**

25) In a \_\_\_\_\_ advertising schedule, advertising is used during every period of the campaign, but the amount of advertising varies considerably from period to period.

- A- Fighting
- B- Pulsing**
- C- Dated
- D- Plotted

26) Reach and frequency are aspects of which part of an advertising plan?

- A- Selection of a copy platform**
- B- Determination of a media timing pattern
- C- Setting of sequential objectives
- D- Setting of the campaign budget

27) A clothing store that sets their advertising budget by following the major Competitor and adding an additional 15 percent is using the \_\_\_\_\_ method.

- A- Percentage-of-sales
- B- Objective-and-task
- C- Competitive parity**
- D- Affordability

28) All of the following methods are used to budget advertising expenditures EXCEPT

- A- Case-rate budgeting
- B- Task-method budgeting**
- C- Alternate-year budgeting
- D- Percentage-of-industry budgeting

29) All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as \_\_\_\_\_.

- A- Sponsorship
- B- Advertising
- C- Sales promotion**
- D- Personal selling

30) What causal factor affects the measurement of promotion?

- A- Competitor ads

- B- New emerging competitors
- C- Resource shortages or excesses
- D- All of the given options**

31) Which one of the following methods used for pre-testing of TV and Radio advertisement?

Select correct option:

- Direct Questioning
- Order of merit test
- Paired comparison tests
- Central location test**

32) Which one of the following models used to explain "How the advertising works?"

Select correct option:

- ADD
- AIDA**
- PEST
- SWOT

33) Which one of the following major benefit advertising is providing to the society?

**Providing information about a new product**

- Using latest media
- Using latest technology
- Using celebrities in the advertisements

34) What is the task of a copywriter?

- Writing ads for different media
- Evaluate marketing date
- Editing and re writing copy

**All of these**

35) RACE strategy is one of the oldest problem-solving techniques and it was proposed by:

Select correct option:

- Kleppner
- Johan Martson
- Jerry Hendrix**
- E.K. Strong

36) Which one of the following problem solving techniques is considered old one?

Select correct option:

RACE

**ROPE**

RIPE

RISK

37) Which of the following types can be a type of internet advertising?

Select correct option:

Banner

Interstitials

Logos

**All of given options**

38) Which one of the following is NOT part of a marketing plan?

Select correct option:

Allocation of resources

Identify ways to achieve targets

Provide assessment of current situation & position

**Sales force opinion**

39) All of the following are the disadvantages of radio advertising, EXCEPT:

Select correct option:

Less Coverage

Target duplication

Overloading of ads

**Mobility**

40) Which of the following is the most significant disadvantage of publicity as a promotional tool?

Select correct option:

**Publicity is not controllable by the company.**

Publicity is not believable to many people.

Publicity is viewed as being biased.

Publicity is expensive.

41) RBS (Royal Bank of Scotland) has sponsored 20/20 Cricket cup in Pakistan, which one of the following type of advertising they did for the bank to promote their ad for sponsorship?

**Product advertising**

Commercial advertising

Awareness advertising

Non commercial advertising

42) When 1st TV commercial was launched?

Select correct option:

1977

1979

1980

**1978**

43) RACE strategy is one of the oldest problem-solving techniques and it was proposed by:

Select correct option:

Kleppner

Johan Martson

**Jerry Hendrix**

E.K. Strong

44) All of the following are code of ethics in advertising, EXCEPT:

Advertisements will not offend morality

Indecent, vulgar, suggestive and repulsive words should be avoided

Should not be directed towards any religious or political end

**Exploit imaginative quality of children**

45) Which of the following components compare and measure the achievement of objectives in an advertising campaign?

Pre campaign

Mid campaign

Post campaign

**Future campaign**

46) AIDA stands for awareness, \_\_\_\_\_, desire, \_\_\_\_\_.

Select correct option:

**Interest and action**

Intensity and Appeal

Involvement and Action

Involvement and Appeal

47) Which one of the following advertising attempts to stimulate immediate action by the reader?

**Product advertising**

Commercial advertising

Action advertising

Awareness advertising

48) Advertising can be used to sell:

Product

Services

Idea

**All of these**

49) Which one of the following is NOT an ingredient of a Promotion mix?

Direct marketing

Sales promotion

**Warehousing**

Advertising

50) Which one of the following is NOT a part of Advertising Pyramid?

Select correct option:

Attention

**Desire**

Need

Interest

51) Forex advertising agency is providing ad copy and design services to its clients. Which type of agency it is?

**Creative agency**

Full service agency

A Composite agency

Media Independent

52) Which one of the following is NOT the component of a radio commercial?

Sound effect

Audio

Voice quality

**Lighting**

53) Which one of the following media has audio and video attraction?

Select correct option:

Radio

Magazine

**TV**

Newspaper

54) In a TV ad a celebrity tells you about the functions and utilization of a product. Which of the following appeals is used in this advertising?

**Rational appeal**

Emotional appeal

Moral appeal

Natural appeal

55) Which one of the following is the main ingredient of Promotional mix?

A. Advertising

B. Personal selling

C. Public relation

**D. All of the given options**

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- B. Social Power
- C. **Political**
- D. Cultural

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- B. Using latest technology
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- D. **Providing information about a new product**

63) Which one of the following is NOT a component of a product?

- A. **Credit term**
- B. Quality
- C. Design
- D. Packaging

64) Which one of the following is mostly closely associated with the concept of

Intermediaries?

A. Market targeting

**B. Channels of distribution**

C. Market segmentation

D. Marketing information

65) Point where advertising departs from Public Relations is

Non-paid forma

Publicity

**Paid form**

Press conference

66) The message "Smoking is injurious to health" is mostly used in which type of advertising.

Puffery advertising

**Shock advertising**

Creative advertising

Smart advertising

67) Which of the following is an advertising technique uses less conventional methods than the usual specific channels of advertising to promote products and services?

**Below the line**

Above the Line

Conventional advertising

promotion

68) Which of the following is an advertising technique includes activities such as direct mail, public relations and sales promotions for which a fee is agreed upon and charged up front?

**Below the line**

Above the Line

Conventional advertising

Promotion

69) Before a response is made and before exposure is considered wasteful, the number of times a person must be exposed to an advertising message is known as \_\_\_\_.

Reach

**Frequency**

Media vehicle

Below the line

70) A name, term, sign, design or a unifying combination of them, intended to identify and distinguish the product or service from competing products or services is called \_\_\_\_\_.

Personal Name

Trade Name

**Brand**

Trademark

71) \_\_\_\_\_ is the art and science of fitting the products or services to one or more segments of the broad market in such a way as to set it meaningfully apart from competition.

**Positioning**

Branding

Marketing

Segmentation

72) AIDA is abbreviation of

American, interest, Desire, Action Power Girls !

Attention, international, Desire, Action

**Attention, interest, Desire, Action**

Attention, interest, Data, Action

73) All of the following options are steps of making good theme except one:

**Interest**

Idea generation

Copywriting

Illustrations

74) The specific program, publication, or promotional piece used to carry an advertising message is known as \_\_\_\_\_.

Advertising program

Promotional ad

**Media vehicle**

Medium

75) Illustration is used to \_\_\_\_\_.

a) Grab attention

b) Provide details and sales pitch

**c) Retain interest**

d) Provide brand name, slogan and trade mark

76) Advertising space usually purchased in small amounts by the public and published by categories in its own section of the newspaper is called \_\_\_\_\_.

a) Classified Advertising

**b) Retail Advertising**

c) National Advertising

d) Section Advertising

77) Any form of advertising that appears on moving objects is called \_\_\_\_\_.

a) Flyers

b) Out of home advertising

c) **Transit advertising**

d) Out Door advertising

78) \_\_\_\_\_ means that several different advertisers buy commercial time during specific television program.

**a) Sponsorship**

b) Participation

c) Spot advertising

d) Day part

79) \_\_\_\_\_ is a World-Wide Web page that appears before the expected content page and can be used for advertising.

a) Superstitial

b) Ad Views

c) Button Ads

**d) Interstitial**

80) Coupons, small gift, and other incentives are part of \_\_\_\_\_.

**a) Sales promotion**

b) Advertising

c) Customer service

d) Publicity

81) Companies get benefits from IMC (Integrated Marketing Communication) through\_\_\_\_\_.

a) Brand differentiation

b) Increased brand trust

**c) Improved accountability**

d) All of the given options

82) A major problem for sales people is that it often takes longer time to \_\_\_\_\_.

- a) Make a sale than it does to identify a prospect
- b) Identify prospects than it does to make a sale
- c) Generate prospects from qualified leads

**d) All of the above are problems**

83) Which of the following activities is not part of personal selling?

- a) Making sales calls
- b) Closing the sale
- c) Generating leads

**d) Managing profit**

84) \_\_\_\_\_ is less expensive than telemarketing but more expensive than e-mail marketing.

- a) Direct-mail
- b) Web-mail
- c) Leaflets

**d) All of the given options**

85) Purposes of advertising agencies include:

- a. Advise & counsel on marketing strategy
- b. Advise & counsel on advertising and media strategy
- c. Help & counsel on sales promotion & other communication tasks

**d. All of the given options**

86) \_\_\_\_\_ is the process and activities people engage in- when searching for, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires.

**a. Consumer Behavior**

- b. Decision Making
- c. Advertising
- d. Feedback

87) A name, term, sign, design or a unifying combination of them, intended to identify and distinguish the product or service from competing products or services is called \_\_\_\_\_.

- e. Personal Name
- f. Trade Name
- g. Brand**
- h. Trademark

88) \_\_\_\_\_ are individuals who have specific needs and for whom the communication must be specifically tailored.

**i. Customers**

- j. Consumers
- k. Target Audiences
- l. Market Segments

89) The phenomenon whereby a product is promoted through an ad that encourages the consumers to purchase directly from the manufacturer is known as \_\_\_\_\_.

- m. Brand Advertising

**n. Direct Response Advertising**

- o. Retail or Local Advertising
- p. Public Service Advertising

90) \_\_\_\_\_ is the art and science of fitting the products or services to one or more segments of the broad market in such a way as to set it meaningfully apart from competition.

**q. Positioning**

- r. Branding
- s. Marketing
- t. Segmentation

91) A measure of the number of different audience members exposed at least once to a media vehicle in a given period of time is called \_\_\_\_\_.

**u. Reach**

- v. Coverage
- w. Scheduling
- x. Frequency

92) Criteria for MEDIA PLAN EXECUTION consists of

- y. Geographical Coverage
- z. Creative Aspects & Mood

**aa. Both of the given options**

- bb. None of the given options

93) In \_\_\_\_\_ method, managers establish budget amount by matching the competition's percentage of sales expenditure.

- cc. Percentage of Sales Method
- dd. Competitive Parity Method**
- ee. Objective & Task Method
- ff. None of the given options

94) The act of informing or reminding consumers about a specific product or brand is referred to as:

- gg. Advertising
- hh. Marketing
- ii. Selling
- jj. Promotion**

95) Ads are measured for effectiveness to:

- a. Choose a medium
- b. Avoid costly mistakes**
- c. Focus the brand
- d. Judge ad liking

96) Highly involved \_\_\_\_\_ are more motivated and actively looking for information.

- a. Customers
- b. Employees
- c. Target audiences**
- d. Advertisers

97) Which of the following is a strategy where firms focus their promotional messages on target customers?

- a. Co-branding
- b. Advertising
- c. Push
- d. Pull**

98) A slogan in promotion is used because:

- a. It makes you unique
- b. In all media immediate attention is grabbed
- c. Always reminds of a definite brand**
- d. All of the given options

99) \_\_\_\_\_ often appear when you access a certain website.

- a. **Pop-ups**
- b. Banners
- c. Links
- d. Interstitials

100) Today, the emphasis of most advertisers is on:

- a. Publicity
- b. Billboards
- c. Print media
- d. **Electronic media**

101) A/ an \_\_\_\_\_ is usually simple idea:

- a. TV ad
- b. Advertising campaign
- c. **Big idea**
- d. Efficient idea

102) \_\_\_\_\_ is measured in points or point sizes.

- a. **Type**
- b. Design
- c. Length
- d. Style

103) Advertising should be abolish because it:

- a. Raises prices
- b. **Encourages monopoly**
- c. Causes corruption
- d. Forces an inferior product on customer

104) The constraints of promotion may include:

- a. Competitor's advertising
- b. Resistance to change
- c. Budget
- d. **All of the given options**

105) Advertising is a major promotion mix ingredient that is a...?

- A) Paid form of personal communication.
- B) Paid form of non personal communication.**
- C) Non paid form of personal communication.
- D) Non paid form of non personal communication.

106) A Bank airs a series of radio ads that claim "We are the listening bank." This campaign would be best described as \_\_\_\_\_ advertising.

- A) Pioneer
- B) Target
- C) Product
- D) Institutional**
- E) comparative

107) Advertising that promotes organizational images, ideas, and political issues is \_\_\_\_\_ advertising.

- A) defensive
- B) Product
- C) Competitive
- D) comparative
- E) Institutional**

108) Soft drink companies advertise that their products beat the competition in national "taste tests," and they refer to the rival brands by name. This type of advertising is best described as...?

- A) Pioneer.
- B) Competitive.
- C) comparative.**
- D) defensive.
- E) Selective.

109) The initial stage in the development of an advertising campaign is...?

- A) Creating the message.
- B) Setting the budget.
- C) Identifying and analyzing the advertising target audience.**
- D) Defining the advertising objectives.
- E) Creating the advertising platform.

110) The target audience for an advertising campaign is the ....?

- A) Information base on which to develop the campaign.
- B) Location and geographic distribution of persons.
- C) Group of people toward whom the advertisements are directed.**
- D) Overall goal of the advertising campaign.

111) Why should a benchmark statement be included in advertising objectives?

- A) The shareholders always like to see where a company is in relation to competition.
- B) It gives an indication of how the advertising message might best be presented.
- C) Without a reference point, it is difficult to determine to what degree the objectives**  
have been accomplished.
- D) The objectives become more easily attainable when such a statement is included.

112) The most effective method of determining platform issues is to use a survey of ...?

- A) Personnel with the firm.
- B) Individuals at the advertising agency.
- C) Customers.**
- D) Marketers in the industry.
- E) Advertising experts.

113) People in the marketing department are having difficulty estimating the level of effort needed to achieve advertising goals. This problem is characteristic of the \_\_\_\_\_ approach to advertising appropriation.

- A) reliable-appropriation
- B) match-competition
- C) Arbitrary**
- D) objective-and-task
- E) percent-of-sales

114) Roger McKinney complains to his advertising director that the continuing slump in orders has apparently been perpetuated by the firm's failure to have the necessary advertising expenditures in key media. Based on this information, the firm is MOST likely using the \_\_\_\_\_ approach to determine its advertising appropriation.

- A) percent-of-sales**

- B) objective-and-task
- C) competition-matching
- D) Arbitrary

115) The purpose of advertising is:

- a. To sell more of a product or idea.
- b. **To create favorable awareness for a product or service that stimulates or initiates a positive intended action to generate sales.**
- c. To build awareness of one's product or service.
- d. To persuade others to buy your product over your competitor's product.

116) The primary senses for consuming advertising are:

- a. Sight and Touch
- b. Sound and Touch
- c. Sight, Sound and Touch
- d. **Sight and Sound**

117) Radio has been called the "Theater of the Mind":

- a. Because you can observe broadcasters at work at any time.
- b. As you hear, absorb, filter and relate words and sound to create your own personal image.
- c. **Because there is so much brain stimulation that takes place while listening to the radio.**
- d. Because advertisers use radio to brainwash us.

118) A media that has the capability to extend the power of the human voice to wide distribution but remain personalized in reception is:

- a. **Television**
- b. Magazines
- c. Radio
- d. Internet

119) Which one of the following is the major ingredient/s for an effective TV Campaign ?

- ? Celebrities
- ? Humor & Twist
- ? SA story line
- ? **All of the given options**

120) All of the following are the limitations of TV as an advertising medium EXCEPT:

**?á Cost**

?@Clutter

?ÔFleeting Message

?k Creativity and Impact

121) All of the following are the disadvantages of a newspaper with respect to advertising, EXCEPT:

?x High waste circulation

? Short life span of information

**?á Range of market coverage**

?8 No Audience selection

122) Following are the tasks of a copywriter of an advertising agency EXCEPT:

?· Discussing with clients

?à Consulting creative team

? Analyzing marketing data

**?á Scrutiny the media vehicle**

123) Keep in mind the creative process of advertising, which of the following means; taking the information, working with it and thinking about it in the mind.

?ÿ Immersion

?( Incubation

?QVerification

**?á Digestion**

124) In creative process, which one of the following steps helps you to put the problem out of your conscious mind and put the information to do the creative work?

?9 Immersion

**?á Incubation**

?Y Illumination

?' Verification

125) Which one of the following defines the decoding process?

?á Intensity of the transmission becomes stronger

**?á Receiver attempts to convert signs into concepts and ideas**

?k Source provides clue to convert signs into concepts and ideas

?ý Receiver filters noise from the feedback

126) Which of the following term is used to describe the phenomenon of a Marketplace being full or even overcrowded with products?

?x Zipping

? Zapping

**?á Pulsing**

?8 Clutter

127) Which of the following are the basic modes for advertising scheduling?

?Ž Fixed, Fighting and Multisensory

?· Full Flight, Half Flight and Burst

**?á Continuity, Fighting and Pulsing**

? Multisensory, Video, Pulsing

128) Which one of the following is NOT a synonym of Target Audience?

?Ö Target customer

**?á Disbeliever customers?**

? Target market

?2 Focus group

129) Which one of the following defines the basic purpose of promotion?

**?á Information Dissemination**

?P Dissuading Customers

?› Feedback Retrieval

?ô Convenience to Customer

130) RACE strategy is one of the old problem-solving techniques and it was proposed by:

**?á Johan Martson**

?À Jerry Hendrix

?á E.K. Strong  
?@Kleppner

131) ROPE is a problem-solving strategy and it stands for:

**?á Research, Objective, Programming, Evaluation**

?” Research, Objective, Problem, Evaluation

?& Research, Objective, Promotion, Evaluation

?½ Resource, Objective, Promotion, Evaluation

132) Which of the following tools is/are the ingredient/s of promotional mix?

?j Advertising

?8 Personal selling

?É Public relations

**?á All of the given options**

133) Which type of the research helps agency to analyze whether message content & presentation will perform as desired or not?

**?á Copy research**

? Media research

?2 Market research

?[ Advertising research

134) Which one of the following is the part of post-campaign evaluation in an advertising research?

**?á Media Schedule**

?z Assess Effectiveness

?§ Coincidental Surveys

?l Brand Tracking

135) Which one of the following is called the activity based and objective oriented approach of budgeting?

**?á Market Share Approach**

?Y Top Down Approach

?' Bottom up Approach

?• Ratio Approach

136) In which of the following advertising budget approaches, management decides how much to spend on advertising by ignoring the market reality?

Market Share Approach

**Top Down approach**

Bottom Up Approach

Risk Approach

137) „Above the line media“ and „Below the line media“ are two important terms used in advertising based on promotional techniques. Which of the following is the example of „Below the line media“ promotion?

TV

Radio

Cinema

**Direct mail**

138) „Above the line media“ and „Below the line media“ are two important terms used in advertising based on promotional techniques. Which of the following is the example of „Above the line media“ promotion?

Direct mail

Exhibition

**Broadcast**

Sales Literature

139) Which one of the following is NOT included directly in the formulation of advertising message?

Content

Format

Source

**Audience**

140) Which approach can be used for positioning strategy?

The product user approach

The product class approach

The use or application approach

**☑ All of the given options**

141) 'Communication Response Pyramid' comprises of two types of objectives; communication and behavioral. Which one of the following is NOT a part of communication objective?

- Awareness
- Knowledge
- Preferences

**☑ Trial**

142) Liana advertising agency (LAA) handles all aspects of the advertising process including planning, design, production, and placement services to its client "Xing Construction Company of China". LLA is a \_\_\_\_\_.

- Creative agency
- Full service agency**
- Composite agency
- Media Independent agency

143) Technological advances, shifts in consumer tastes and increased competition can reduce the demand of a product. Mostly this threat can arise in which phase of PLC (Product life cycle)?

**☑ Decline stage**

- Introduction stage
- Growth stage
- Maturity stage

144) Which of the following strategies is followed by a company when it launches a new product in existing market?

**☑ Market penetration**

- Market development
- Product development
- Diversification

145) A product that is perceived as being of average quality by you may be perceived as being of high quality by your friend who has\_\_\_\_\_.

**☑ Higher expectations**

- Neutral expectations
- Average expectations
- Lower expectations

146) Which one of the following is the best option available at the decline stage of business cycle?

**Change the sales force**

Launch same product in different market

Increase the advertising budget

Appoint new marketing manager

147) If a beverage company says, "We probably become the leader of beverage industry in next year". Which one of the following appeals company has used in this advertisement?

Puffery

**Weasel claim**

Shock ad

Poignant Declare

148) In which of the following years, the first newspaper ad seeking buyer for an Oyster Bay, was published?

1743

**1704**

1782

1793

151) Advertising is a most important ingredient of promotion mix that is:

Paid form of personal communication

**Paid form of non personal communication**

Non paid form of personal communication

Non paid form of non personal communication

152) Which one of the following tools is specifically designed to promote a product to massive audience?

Advertising

Public Relations

**Publicity**

Personal selling

153) Which one of the following tools is more influential for massive target

audience to convey a message that is helpful in making a buying decision?

?á **Publicity**

?k Personal Selling

?ý Public relation

?” Advertising

154) Which one of the following is the cheapest tool to promote a product?

?æ Advertising

?x Publicity

?á **Personal Selling**

?i Sales Promotion

155) Following are the product differentiations based on customers' perception EXCEPT:

?ç Perceptible

? Imperceptible

?< Persuasion

?á **Induced**

156) Which one of the following is the primary focus of advertising toward target audience?

?2 Persuasion

?[ Push the customer

?á **Availability of a product**

?- Information of a new product

157) Nazim heard an advertisement on the radio, asking for donations of usable clothes and household items to the earthquake victims. This advertisement is an example of \_\_\_\_\_.

?§ Public Connection Program

?á **Public Service Announcement**

?ò Public Cooperative Ad

?< Public Deceptive Campaign

158) Which of the following is NOT usually defined as an element of standard marketing mix?

?„ Product

?Ý Price

?' Place

?á **People**

159) Which of the following is least likely to be associated with a firm's macro-

environment?

**?á Cultural convergence**

?k Study of the changing birth rate

?ý Analysis of household savings ratios

?” A new staff incentive scheme

160) For a given market, a demand curve is the relationship between \_\_\_\_\_.

**?á Price and quantity**

?x Price and supply

? Demand and supply

?i Supply and quantity

161) Mr. Robin is working in an advertising agency and he is overall incharge of all creative and art work related to agency's clients. Which one of the following position he has?

? Copy & Design Developer

?C Idea Director

?á **Creative Director**

?• Media Director

162) Which one of the following types of advertising, attempts to create a favorable long-term perception of an entire business instead of particular product or service?

?Ž Brand Advertising

?³ Institutional Advertising

?à Business to Business Advertising

?á **Public Service Advertising**

163) Which one of the following puts different pieces of information together in a creative process?

?- Orientation

?÷ Ideation

?P Incubation

?á **Synthesis**

164) Which of the following refers to potential audience might be exposed to the advertising message?

?< Reach

?á **Frequency**

?À Scheduling

?á Coverage

165) Which type of the research helps agency to analyze whether message content & presentation will perform as desired or not?

?á **Copy research**

?” Media research

?&Market research

?½Advertising research

166) Which of the following tools is/are the ingredient/s of promotional mix?

? Advertising

?i Personal selling

?8 Public relations

?á **All of the given options**

167) After watching the 30-minute infomercial on surf excel, Sana was certain the cleaning product would remove the grape juice stain from her white shirt. In terms of the communication process, Sana had engaged in which of the following process?

?á **Evaluating**

?à Encoding

? Decoding

?2 Messaging

168) All of the following are the "Advertising Hierarchy Models" EXCEPT:

?á **AIDA model**

?ÿ Innovation-adoption model

?( Information procession model

?QHierarchy of outcomes model

169) ROPE strategy is one of the old problem-solving techniques and it was proposed by:

?ò Kleppner Power Girls !

?< Johan Martson

?á **Jerry Hendrix**

?à E.K. Strong

170) RACE and ROPE are two problem-solving strategies. Which of the following factors are common in both strategies?

?• Research, Action

?É Research, Objective

?á **Research, Evaluation**

Research, Communication

171) Which one of the following tools is used to decide 'Advertising Reach'?

Net Program Rating

Target Rating Scale

Net Rating Scale

**Gross Rating Point**

172) Which one of the following advertising objectives can be defined to increase company's brand usage rate among existing consumers and encouraging non-users to have trial and / or purchase?

**Communication objective**

Sales objective

Behavior related objective

Media planning objective

173) All of the following are the different types of advertising theme, EXCEPT:

Utilitarian

Focused

Informative

**Research**

174) which section of an advertisement copy provides information about the brand name or trademark of the company?

Headline

Body copy

**Signature**

Illustration

175) All of the following are the responsibilities of a copywriter in advertising agency, EXCEPT:

**Writing clear, persuasive and original copy**

Carefully proof reading copy to check spellings & grammar

Keeping up to date with popular culture & trends

Deciding about media for placing an advertisement

176) All of the following can be part of a creative team for creating an advertisement in an advertising agency, EXCEPT:

**Copywriter**

Art Director

- ?á Creative Director
- ?@Media Director

177) Which one of the following is an advantage to advertise in a newspaper?

- ?” All of the given options
- ?á Flexibility**
- ?½ Low Cost per advertisement
- ?O Coverage in remote areas

178) All of the following are the advantages of TV advertising, EXCEPT:

- ?i Creativity and Impact
- ?8 Captivity and attention
- ?É Selectivity and flexibility
- ?á Clutter and Costs**

179) A printing error in a newspaper advertisement is an example of:

- ?e Feedback
- ?Ž Noise
- ?á Message loop**
- ?à Carelessness

180) Which of the following advertising agencies offers both creative & media services with research to its clients?

- ?ÿ Creative agency
- ?( Full Service agency
- ?á A Composite agency**
- ?z Media Independent agency