

SYBcom - Semester – IV Sub: Advertising– II

Multiple Choice Questions

Module- I

1. _____ ads have audio-visual impact.
 - a. Newspaper
 - b. Television
 - c. Radio
 - d. Magazine
2. _____ advertising provides reference value.
 - a. Radio
 - b. Television
 - c. Newspaper
 - d. Outdoor
3. _____ certifies and audits the circulations of major publications.
 - a. ABC
 - b. INS
 - c. ASCI
 - d. Door darshan
4. Pop-up windows is a form of _____ advertising.
 - a. Radio
 - b. Point-of-purchase
 - c. Television
 - d. Internet
5. Advertising through SMS is a form of _____ advertising.
 - a. Outdoor
 - b. Radio
 - c. Digital
 - d. Newspaper

Module- II

1. _____ is the first step in media planning Process
 - a. Media Scheduling
 - b. Deciding the media objectives

- c. Defining the target Market
 - d. Selection of Media
2. Media Planning is a _____ activity.
 - a. Short
 - b. Concise
 - c. time consuming
 - d. lengthy
 3. The concept of _____ and frequency are put together so as to describe the total weight of a media effort.
 - a. TRPs
 - b. Reach
 - c. Continuity
 - d. GRPs
 4. An advertiser's media decision is influenced by _____ strategy.
 - a. Niche market
 - b. Competitor's
 - c. target Market
 - d. Target Audience
 5. Mass media are used for advertising _____ products.
 - a. Consumer
 - b. Industrial
 - c. Electronics
 - d. consumer durables

Module- III

1. The Low Involvement goods are generally _____ products.
 - a. FMCG
 - b. Durables
 - c. Luxury
 - d. Industrial
2. The Buyer spend _____ purchasing High Price Products.
 - a. Lot of time and Efforts
 - b. Less time
 - c. Less Efforts
 - d. More time and less efforts
3. _____ is an example of high Involvement products.

- a. Jewelleries
 - b. Bread
 - c. Stationeries
 - d. Candies
4. _____ is an example of Low Involvement products.
- a. Cars
 - b. Motor Bikes
 - c. Tooth paste
 - d. Jewelleries
5. _____ goods do not bring status to the users.
- a. Moderate Involvement
 - b. First Hand
 - c. Low Involvement
 - d. High Involvement

Module- IV

1. _____ is the corporate signature.
- a. Tagline
 - b. Logo
 - c. Headline
 - d. Caption
2. Copy of an advertisement must be _____.
- a. Simple
 - b. Clear
 - c. Informative
 - d. Complex
3. _____ is picture or a photograph used to convey advertising message.
- a. Slogan
 - b. Caption
 - c. Illustration
 - d. Headline
4. _____ is a post-testing method of evaluating advertising effectiveness.
- a. Consumer Jury Test
 - b. Recall Test

c. Check List Method

d. Theatre Type Test

5. _____ refers to the arrangement of various elements of advertisement.

a. Visualisation

b. Illustration

c. Layout

d. Logo