

AGENCY MANAGEMENT

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- 1) An in-house advertising agency also reduces
 - a) **Cost.**
 - b) Time.
 - c) Creativity.
 - d) manpower

- 2) The agency commission charged for advertisers is maximum
 - a) **15%.**
 - b) 25%.
 - c) 30%.
 - d) 45%

- 3) An agency that offers only creative service is called...?
 - a) **Creative boutique.**
 - b) Full service creative agency.
 - c) Partial service agency.
 - d) Full-service agency.

- 4) The Agency that has departments for creative, media planning and buying, strategy and any other services is called...?
 - a) **Full-service agency.**
 - b) Partial service agency.
 - c) Creative boutique.
 - d) Full service creative agency.

- 5) An Agency which offers full service to healthcare sector/ industry is called...?
 - a) Full service agency.
 - b) Creative agency.
 - c) **Specialized agency.**
 - d) None of the above.

- 6) The Nodal Agency of government that helps in advertising and publicity of various ministries is called?
- a) **DAVP.**
 - b) DSVP.
 - c) DVAS.
 - d) DAVS.
- 7) The Agency which provides full service specialized services for online medium is called...?
- a) **Specialized interactive agency.**
 - b) Full-service agency.
 - c) Integrated agency.
 - d) All of the above.
- 8) Service marketing has how many P's.
- a) **7.**
 - b) 5.
 - c) 4.
 - d) 9.
- 9) one of the important elements of service marketing.
- a) **Physical evidence.**
 - b) Smell.
 - c) Touch.
 - d) All of the above.
- 10) The analysis used by the sectors identify the difference between the customer expectations and service delivery.
- a) **Gap analysis.**
 - b) Structure analysis
 - c) Service analysis
 - d) customer analysis.
- 11) Every agency has a department which acts as link between the agency and the client.
- a) **Account service department.**
 - b) Agency service department.
 - c) Planning department
 - d) Creative department

- 12) The department that's track advertising campaign performance is.
- a) **Account planning department.**
 - b) Creative process.
 - c) Agency service department.
 - d) Creative department.
- 13) The core element of creative/media brief is.
- a) **Target consumer.**
 - b) Colors for production.
 - c) Sales brief
 - d) Product brief
- 14) The first part of presenting the final advertisement to client is.
- a) **Summary of the brief.**
 - b) Consumer research.
 - c) Consumer insights.
 - d) None of the above.
- 15) The second part stage of brief to client is...
- a) **Consumer insights.**
 - b) Consumer research.
 - c) Summary of marketing report.
 - d) Market research
- 16) Account planners also plays the role of.
- a) **Strategists.**
 - b) Link.
 - c) Understanding.
 - d) None of the above.
- 17) Account executive roles involves.
- a) Media approvals.
 - b) Budgets.
 - c) Story board.
 - d) **All of the above.**
- 18) An account executive acts as a...
- a) Mediator of agency.

- b) Link of agency.
 - c) **Representative of agency.**
 - d) all of the above.
- 19) Bigger agencies have multiple subsidiary agencies called..
- a) Sister agency.
 - b) Support agency.
 - c) **Satellite agency.**
 - d) None of the above.
- 20) Client profile information should contain...?
- a) Client vision and mission.
 - b) Client products.
 - c) Market share.
 - d) **All of the above.**
- 21) Negotiation has multiple stages the first stage is...
- a) Argue.
 - b) Explore.
 - c) **Prepare.**
 - d) Sustain.
- 22) Account managers first stage to handle client issues is via.
- a) **Quick response.**
 - b) Physical meeting.
 - c) Passing the issue to upper authorities.
 - d) None of the above.
- 23) agency can lose clients if there is...
- a) **Poor communication.**
 - b) Monetary issues.
 - c) Lack of interest.
 - d) All of the above.
- 24) A comprehensive review of the entire marketing activities of an organization is called.
- a) **Marketing audit.**

- b) System audit.
- c) Operational audit.
- d) None of the above.

25) A document that managers use to calculate the appropriateness of a media campaign is called...?

- a) **Campaign audit.**
- b) Marketing audit.
- c) Brand audit.
- d) All of the above.

26) A document that managers use to calculate the effectiveness of their marketing plan is called..?

- a) Media audit.
- b) **Marketing audit.**
- c) Brand audit.
- d) All of the above.

27) What does ACV mean in MEANS- END- THEORY...?

- a) **Attributes, consequences and values.**
- b) Advantages, consequences and vision.
- c) Attributes, consequences and vision.
- d) None of the above.

28) What does S stand in SMART Goals?

- a) Scientific.
- b) **Specific.**
- c) Simple.
- d) All of the above.

29) What is ADR?

- a) Analogue design reversal.
- b) **Automated dialogue replacement.**
- c) Analogue to digital replacement.
- d) None of the above.

30) What is matching the white balance and entire tone and texture of the film.?

- a) **Color correction.**

- b) VFX.
- c) Grading.
- d) Roto.

31) primary demand is built via?

- a) **Informative advertising.**
- b) Persuasive advertising.
- c) Reminder advertising.
- d) Reinforce advertising.

32) selective demand of particular brand is built via?

- a) Informative advertising.
- b) **Persuasive advertising.**
- c) Reminder advertising.
- d) Reinforce advertising.

33) What type of advertising is used when product is at the maturity stage?

- a) Informative advertising.
- b) Persuasive advertising.
- c) **Reminder advertising.**
- d) Reinforce advertising.

34) What type of advertising is used to ensure the buyers that they have made the right choice of brand?

- a) Informative advertising.
- b) Persuasive advertising.
- c) Reminder advertising.
- d) **Reinforce advertising.**

35) A formal statement of business goals, and plan for reaching them is called?

- a) **Business plan.**
- b) Agency plan.
- c) Business goal.
- d) Business strategy.

36) This type of agreement is used when the media billing is low and great deal of agency service is required.

- a) **Cost agreement.**
- b) Incentive based agreement.
- c) Percentage charge agreement.
- d) Fee commission combination.

37) This system is used after evaluation of the quality of the agency's creative along with the sales and market share.

- a) Cost agreement.
- b) **Incentive based compensation.**
- c) Percentage charge.
- d) Fee commission combination.

38) The mark up of percentage charged to various services the agency purchases and offers the same to the client is called?

- a) Cost agreement.
- b) Incentive based compensation.
- c) **Percentage charge.**
- d) Fee commission combination.

39) The process of competitive selection of a specific agency by the client is called?

- a) **Pitching.**
- b) Selection.
- c) Servicing.
- d) None of the above.

40) A job in which the client expects to see a piece of ad campaign before paying the agency is called?

- a) Reactive pitch.
- b) Proactive pitch.
- c) **Speculative pitch.**
- d) Forward pitch.

41) When an agency takes the lead in contacting a prospective client is called?

- a) **Proactive pitching.**
- b) Reactive pitching.

- c) Speculative pitching.
 - d) Forward pitching.
- 42) What does RFP mean in pitching?
- a) Request for pitch.
 - b) Request for proposal.**
 - c) Remind for pitching.
 - d) Remind for proposal.
- 43) The process of persuading a potential customer to buy the product is called?
- a) Marketing strategy.
 - b) Sales promotion.**
 - c) Sales funneling.
 - d) All of the above.
- 44) What does CFB means in promotions?
- a) Customer footfall building promotion.
 - b) Consumer franchise building promotion.**
 - c) Customer footfall brand promotion.
 - d) None of the above.
- 45) What is FAB in promotion?
- a) Features advantages and benefits.**
 - b) Features attributes building.
 - c) Features attributes benefits.
 - d) All of the above.
- 46) This marketing strategy is used to lure retail customers for a long term.?
- a) Franchise marketing.
 - b) Frequency marketing.**
 - c) Loyalty marketing.
 - d) All of the above.
- 47) The Program in which a loyal customer who agrees to receive merchandized or services at a regular interval without advance notice is called?
- a) Sales continuity program.**

- b) Sales comprehensive program.
- c) Loyalty program.
- d) Sales loyalty program.

48) The primary objective of sales promotion is to.

- a) **Obtain trial and purchase.**
- b) Forced trial and purchase.
- c) Frequent trial and purchase.
- d) All of the above.

49) If there is no brand awareness, the strategy used is..

- a) **Push strategy.**
- b) Pull strategy
- c) Marketing strategy
- d) All of the above.

50) The strategy that requires high spend on advertising and consumer promotion to build consumer demand is called.?

- a) Push strategy.
- b) **Pull strategy.**
- c) Marketing strategy.
- d) All of the above.