

B COM SEMESTER 6

ADVERTISEMENT AND SALES MANAGEMENT

Multiple Choice Questions

1. Magazines add credibility to the message because of the reputation in the eyes of
(a) Marketing manager (b) Retailers (c) Consumers (d) Wholesalers
2. Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of
(a) Media strategy (b) Media execution (c) Selecting media (d) Measuring communication
3. Promotion mix includes Sales Promotion, Personal Selling, Advertising and
a) Marketing (b) Sales (c) Publicity (d) None of these
4. Independent organization of creative people for advertisement and promotional tools are called
a) Advertisement Makers b) Advertisement Creators
c) Advertisement Developers d) Advertisement Agency
5. _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
a) Push strategy b) Pull strategy
c) Blocking strategy d) integrated strategy
6. Which among the following is not a function of ad agency?
a) Conduct market analysis b) Develop advertising plans
c) Develop media strategy d) Collect feedback from target audience.
7. _____ is irregular in nature
(a) Promotion mix (b) Sales promotion (c) Trade promotion (d) Discount coupon
8. _____ is the factors contributing for the rapid growth of Sales Promotion.
(a) Pressurizing by manager to increase sales (b) More external competition
(c) Least difference among the brands (d) All of these
9. "Sales promotion means any steps that are taken for the purpose of obtaining or increasing sales" was stated by
(a) Kollar and Clark (b) Hanson (c) Bordan (d) AHR Detens
10. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?
a) institutional copy b) straight selling copy c) educational copy d) expository copy

11. Copy testing is also known as
- a) Pre Testing b) Copy writing c) concurrent testing d) Preview
12. A consumer contest is an example of _____.
- a) Personal Selling b) Sales Promotion
c) Advertisement d) Indirect Selling
13. Searching and identifying potential buyers for a product is _____
- a) Selling b) Prospecting c) Compelling d) Canvasing
14. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?
- a) Affordable method b) percentage-of-sales method
c) competitive-parity method d) objective-end-task method
15. The best promotional tool in any marketing is
- (a) Word of mouth publicity (b) Self-liquidating promotion
(c) Push promotion (d) Dealers promotion method
16. On pack samples are the examples of
- (a) Trade promotion (b) Sales promotion
(c) Manufacturers promotions (d) Fulfilment cost
17. The most popular form of advertising and it reaches to masses.
- (a) Social media (b) Email (c) Television (d) Print
18. Advertising for _____ is not allowed.
- (a) Liquor (b) Washing powder (c) Cigarette (d) Both a and c
19. Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between
- (a) Marketer and retailer (b) Jobber and wholesaler
(c) Buyer and customer (d) Market manager and salesman
20.are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level
- a) advertisement media b) advertisement copy
c) advertising layout d) teaser advertisements

21. Consider the following statements:

Statement 1: Print media is the oldest and basic forms of mass communication.

Statement 2: Print media can make a faster delivery than broadcast media

- a) Both statements are right b) Both statements are wrong
c) Only Statement 1 is correct d) Only statement 2 is correct

22. Showing the product in a picture as being bigger than it actually is an example of

- a) Deception b) Subliminal Ads c) Obscene ads d) Challenging

23. A producer announced that on purchase of a particular product another product will be provided at less rate is

- (a) Discount (b) Quantity gift (c) Cheap bargain (d) Promotion mix

24. Advertisement through radio was very popular till the middle of last century because of ___

- (a) Its effectiveness (b) More popular than newspaper
(c) Mass reach (d) Cost of advertisement

25. "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified person". Who stated this?

- (a) Australian marketing Association (b) European marketing Association
(c) China marketing Association (d) American marketing Association

26. Axe body spray ads are examples of ___

- a) Obscene advertisements b) Deception c) Subliminal d) Rational appeal

27. Advertisement aims at _____

- a) Product selling b) Marketing c) Customer relations d) Mass communication

28. Advertising influences the mind of the consumers by creating desire and taste for

- (a) Old products (b) Same products (c) New products (d) Different products

29. _____ is a non-paid form of promotion

- a) Advertising b) Direct Marketing c) Sales Promotion d) Publicity

30. Sales persons who want for the sales to come to them is known as

- a) Transactional b) Closers c) Relational d) Consultants

31. Marketing management must make four important decisions when developing an advertising program. All of the following would be among those decisions except:
- a) Setting advertising objectives. b) Conducting advertising culture audit
- c) Setting the advertising budget. d) Developing advertising strategy.
32. Creating innovative and new ideas, identifying customers benefit, selecting specific appeals for advertisements are the part of
- (a) Message strategy (b) Message execution (c) Selecting media (d) Measuring communication
33. Consumer promotion, trade promotion and _____ are the three forms of sales promotion
- a) Media Promotion b) Sales Force Promotion
- c) Core Promotion d) Media Mix
34. Selecting style, tone, words for making ads are part of
- (a) Message strategy (b) Message execution
- (c) Selecting media (d) Measuring communication
35. It is popularly known as free form of promotion
- a) Advertisement b) Publicity c) Personal Selling d) Marketing
36. If a company gives false message to the customers, it is known as
- a) Obscene ads b) Subliminal ads c) Deception d) None of these
37. AIDA stands for Attention, _____, Desire and _____.
- a) Interest; Action b) Idea; Approach c) Intensity; Appeal d) Involvement; Appeal
38. The basic objective of push strategy is to encourage the _____
- a) Consumer b) middlemen c) Producer d) Public
39. Through ads customer used to take their purchasing decision in advance, in this way advertisement help in
- (a) Online marketing (b) Customer decision (c) Personal selling (d) Convenient purchasing
40.is the sum total of values, assets and liabilities generated by a branded product over a period of time.
- a) Brand loyalty b) Brand association c) Brand Equity d) Brand awareness

41. Excuses for NOT making a purchase commitment or decision are called
 a) Constraints b) Interventions c) Troubles d) Objections
42. “Think globally, act locally” is a global advertising strategies and local advertising programs under _____ of international marketing decision.
 (a) Standardization drawbacks (b) Advertisement regulations
 (c) Standardization benefits (d) Typical responses
43. Aishwarya Rai Bachan endorsing L’Oreal is an example of?
 a) Rational appeal b) Beauty appeal c) Sex appeal d) Emotional appeal
44. Sandwich Board Advertisements is not suitable for the products like
 (a) Burger (b) Pizza (c) Cold drink (d) Pizza
45. The long term sales effect of the sales promotion could be
 (a) Positive (b) Negative (c) Neutral (d) All of the above
46. If product is related to warranty then price is related to
 (a) Retail outlets(b) Advertisements(c) Discounts(d) attractiveness
47. If a copy tells openly and directly all the features of a product or a service with the help of suitable pictures, photos and diagrams to impress a customer, it is called?
 a) descriptive copy b) educational copy
 c) straight selling copy d) expository copy
48. Which among the following is the right sequence of copywriting process?
 a) planning, research, organisation, writing, checking, proof reading, editing, revision
 b) research, planning, organisation, writing, checking, proof reading, editing, revision
 c) planning, research, organisation, writing, checking, editing, proof reading, revision
 d) research, planning, organisation, writing, checking, editing, proof reading, revision
49. A series of actions that media planners take to attain the media objectives
 a) Media Function b) Media Strategy c) Media Policy d) Media Option
50.media can give 24 hour exposure to the public eye.
 a) Television b) Print c) Internet d) Flex Board
51. The central theme of an advertisement that motivates the consumer to make a purchase decision is?
 a) Advertising appeal b) Advertisement script c) Slogan d) Headline

52. Statement 1: Media planning starts with analysis target audience
- Statement 2: Media strategy is concerned with the selection of appropriate media)
- a) Both statements are right b) Both statements are wrong
 c) Only Statement 1 is correct d) Only statement 2 is correct
53. The process which consists of six stages; prospecting, preapproach, approach, presentation, close, and follow-up is called the:
- a) Product Marketing Process b) Direct Marketing process c)
 Personal selling process d) Purchase decision process
54.is a measure of attachment that a consumer has to a brand.
- a) Brand loyalty b) Brand association c) Brand Equity d) Brand awareness
55.is used heavily when introducing a new product category.
- a) Persuasive advertising b) Inferential advertising
 c) Reminder advertising d) Informative advertising
56. Providing offer to refund a part of the purchase price of any product to consumer is known as
- (a) Coupon (b) Price pack (c) Rebate/cash refund offer (d) Patronage reward
57. Setting the promotion budget so as to match the budgets of the competitors is characteristic of which of the following budget methods?
- a) Affordable method b) Percentage-of-Sales method
 c) competitive-parity method d) Objective-end-task method
58. Keeping consumers thinking about the product is the objective for which type of advertising?
- a) Informative advertising b) Psychological advertising.
 c) Reminder advertising d) Persuasive advertising.
59. Evaluation, length of promotion, size of incentive, deciding how to promote and distribute the promotion program itself is the part of _____
- (a) Tools (b) Objectives
 (c) Developing sales promotion program (d) None of these
60. Which among the following is an example of Trade promotion?
- a) Coupons b) Samples c) Push Money d) None of these

61. The specific carrier within a medium is called

- a) Media Carrier b) Media Bus c) Media Van d) Media Vehicle

62. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.

- Personal selling b) Public relations c) Direct marketing d) Sales promotion

63. Consider the following statements:

Statement 1: Point of purchase advertising refers to advertising at the place and time of purchase

Statement 2: It is similar to window dressing.

- a) Both statements are right b) Both statements are wrong
c) Only Statement 1 is correct d) Only statement 2 is correct

64. Colgate is offering scholarships worth one lakh rupees to Indian students. This highlights

- a) Advertising clutter b) Corporate Social Responsibility
c) Advertising revolution d) Mass advertising

65. A small amount of product is offered to the customer for trial is called

- (a) Product combination (b) Sample (c) Coupon (d) Rebate

66. Which concept supplements the work of middlemen?

- (a) Cooperative advertising (b) Sales promotion (c) Dealer promotion (d) Trade promotion

67. The sales promotion strategy which concentrates on the middlemen and consumers is known as _____

- a) Pull Strategy b) Combination strategy c) Sale force Strategy
d) Push Strategy

68. Communication activities which provide incentives to consumer is known as _____

- a) Advertising b) Direct Marketing c) Sales Promotion d) Publicity

69. The final stage in the personal sales process is the _____ stage a) Follow-up b) Assumptive close c) Trial Close d) Presentation

70. It is criticized that advertising causes people to give too much importance to _____

- a) Fashion b) Material goods c) Cost of product d) Standard of living

71. Consider the following statements: Statement 1: Two major dimensions of advertising are message creation and message dissemination Statement 2: Message creation is meaningful once the advertisement is created.
- a) Both statements are right b) Both statements are wrong
c) Only Statement 1 is correct d) Only statement 2 is correct
72. The strategy that encourages dealers and distributors to sell a product is known as
- a) Push b) Pull c) Combination d) Marketing
73. A manufacture provide sales promotion to a wholesaler is
- (a) Cooperative advertising (b) Sales promotion(c) Dealer promotion(d) Trade promotion
74. The party who get advantages through sales promotion is
- (a) Retailer (b) Manufacturer (c) Wholesaler (d) Both b and c
75. A display in retail outlet is called
- (a) Money based sales (b) Self-liquidating promotion (c) Direct marketing (d) Point of sale
76. Which of the following is more of personal medium of advertisement?
- a) Internet Advertisement b) Broadcast Media
c) Direct Mail Advertising d) Print Media
77. Scratching card and getting gift or some offer immediately is called
- (a) Lucky draw (b) Instant draw and assigned gift(c) Quantity gifts(d) Rebate
78. Which among the following is a Pull Strategy?
- a) Trade promotion b) Consumer Promotion c) Sales Force Promotiond) None of these
79. Process of purchasing space in a media is
- a) Media Spacing b) Media Scheduling c) Media purchasing d) Media Buying
80. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?
- a) Advertising b)public relations c)direct marketing d) sales promotion
81.is a plan of presenting the message in a more specific and compact form within the advertising space available to the target consumers
- a) advertisement media b) advertisement copy
c) advertising layout d) teaser advertisements

82. Which among the following is not an essential of advertising appeal?
- a) It must be conceptually sound b) It must be interesting
 c) It must be economical d) It must be complete
83. is a self-regulatory voluntary organization of the advertising industry
- a) Securities and Exchange Board of India b) Reserve Bank of India (RBI)
 c) Medical Council of India d) Advertising Standards Council of India (ASCI)
84. Advertising is an important source of revenue to __
- a) Advertisers b) Public c) Media d) Government
85. The producer gives a guarantee to the consumer that they will maintain the product in proper condition during a certain period is known as
- (a) Pre sales service (b) After sales service (c) Marketing method (d) Sales promotion
86. If promotion is related to advertisement then place is related to
- (a) Retail outlets (b) Warranty (c) Discounts (d) Attractiveness
87.is directed towards consumers and traders with the intention to increase immediate or short term sales.
- a) Advertising b) Direct selling c) Sales Promotion d) Publicity
88. Merchandise allowance is a _____ technique.
- a) Consumer promotion Techniques b) Trader Promotion Techniques
 c) Sales Force Promotion Technique d) Pull Promotion Technique
89. The reduction in the price of a product for a short span of time is known as _____
- a) Rebate b) Free Offer c) Price off offer d) Trade offer
90. Couponing is an example of _____
- a) Consumer promotion Techniques b) Trader Promotion Techniques
 c) Sales Force Promotion Technique d) Dealer Promotion Technique

91. Samples, coupons, premium offers, money refund orders, prize off, contests are tools and programs for
(a) Product mix (b) Place mix (c) Customer sales promotion (d) Marketing mix
92. It is advisable to use _____ as a source of advertising.
(a) Social media (b) Email (c) Radio (d) Television
93. Benetton 'Unhate' ad campaign, featuring world leaders kissing is a case of __
a) Subliminal ads b) Misleading c) Obscene d) Appealing
94. A pull sales promotion strategy concentrates on the _____
a) Consumer b) middlemen c) Producer c) Sales force
95. The additional amount of money consumers are willing to pay for a brand is known as
a) Brand loyalty b) Brand association c) Brand Equity d) Brand awareness
96. Catalogues, magazines, newspaper and invitations to organization-sponsored events are associated with the marketing mix activity of
(a) Manufacture (b) Production (c) Promotion (d) Development
97.is the oral communication with potential buyers of a product with the intention of making a sale.
a) Personal Selling b) Direct Marketing c) Sales Promotion d) Publicity
98. Advertisement is a type of
(a) Outdoor marketing (b) Indirect marketing (c) Share marketing (d) Transaction marketing
99. Pioneer advertising, consumer advertising and product advertising are
(a) Objective of advertising (b) Types of advertising
(c) Marketing decisions in advertising (d) Evaluating advertising
100. Which one among the following Acts does not contain provisions that regulate advertising in India?
a) The Consumer Protection Act, 1986 b) Motor Vehicles Act, 1988
c) The Company Secretaries, Act d) Prize Competition Act, 1955
101. The large volume of advertising in a society is known as _____
a) Advertising clutter b) Deception c) Mass advertising d) Large scale advertising

102. Drama, exhibitions, fairs are effective means of
- (a) Personal selling (b) Advertisements (c) Sales territory (d) Entertainment
103. The change of customer behavior as a result of promotion is measured by
- (a) Narrowcasting (b) Customer audit (c) Volume allowance (d) Media planning
104. Which type of promotional tool is nonpublic, immediate, interactive and customized?
- (a) Indirect marketing (b) Direct marketing (c) Viral marketing (d) E-commerce
105. The customer gets an offer of gift on some fixed date and the winners are announced through draw is called
- (a) Lucky draw (b) Instant draw and assigned gift (c) Quantity gifts (d) Rebate
106. Statement 1: Post testing is an evaluation conducted to know whether a proposed ad campaign is appealing to target group
Statement 2: It is also known as copy testing.
- a) Both statements are right b) Both statements are wrong
c) Only Statement 1 is correct d) Only statement 2 is correct
107. All of the following methods are used for evaluating advertising effectiveness except:
- a) Pre-test (b) Post-test (c) Concurrent test (d) Marginal test
108. All of the following methods are considered to be concurrent testing methods except:
- a) consumer diaries b) co-incident surveys
c) readability studies d) electronic devices
109. If a consumer is getting a product with either low cost or any free good with it as an incentive to buy a product is called
- (a) Coupon (b) Price pack (c) Rebate/cash refund offer (d) Premium
110. Which among the following is not a mechanical test?
- a) Psychogalvanometer b) Techistoscope
c) Camera test d) Consumer dairy test
111. Creating image of product in the minds of target group is called
- a) Marketing (b) positioning (c) Branding (d) Popularising
112. The cost of printing, media support, artwork and distribution is known as
- (a) Promotion cost (b) Communication cost (c) Fulfilment cost (d) Marketing cost

113. "Through newspaper any firm can reach literate customers only". It's a
 (a) Nothing related to illiterate customers (b) Advantage of newspaper
 (c) Drawback of newspaper (d) No problem in such advertising
114. ignores large differences in cultures, demographics, and economics of international marketing decision.
 (a) Standardization drawbacks (b) Advertisement regulations
 (c) Standardization benefits (d) Typical responses
115. The plan that show time, date and frequency of an advertisement is
 a) Media Plan b) Media Schedule c) Media Time d) Media Space
116. Direct mail advertising sends messages through
 a) Audio b) Video c) Mail d) None of these
117. The combination of media used for advertising in a target market is
 a) Media Mix b) Market-Media Match c) Media Advertising d) Media Option
118. Which concept supplements the work of sales promotion?
 (a) Middlemen (b) Wholesaler (c) Advertising (d) Personal selling
119. On- pack coupons are the e.g. of
 (a) Trade promotion (b) Sales promotion (c) Money based sales promotion (d) Fulfilment cost
120. If a company wants to build a good "corporate image," it will probably use which of the following marketing communications mix tools?
 a) advertising b) public relations c) direct marketing d) sales promotion
121. Increasing short term sales, getting retailers to carry new products and advertise more, reinforce brand position are.....of Sales promotion.
 (a) Tools (b) Developing programs (c) Overviews(d) Objectives
122. Which of the following strategies is usually followed by B2B companies with respect to promotion strategy?
 a) Push strategy b) Pull strategy c) Blocking strategy d) Integrated strategy
123. An Ad copy that uses the endorsement of a satisfied customer?
 a) comparative copy b) reminder copy
 c) expository copy d) testimonial Ad copy

124. Giving cash or award to customer for using the same product regularly is called
 (a) Coupon (b) Price pack (c) Premium (d) Patronage reward
125. The middlemen help to stabilises the prices by opting
 (a) Stocking of goods (b) Distribution of goods (c) Sale of goods(d) Marketing of goods
126. Statement 1: Media planning refers to series of decision involving delivery of messages to the target audience
 Statement 2: The central theme of media planning is message dissemination.
 a) Both statements are right b) Both statements are wrong
 c) Only Statement 1 is correct d) Only statement 2 is correct
127. Role of middleman is to ensure that there is seamless flow of goods in the market by matching
 (a) Wholesalers and manufacturers (b) Production and sales
 (c) Supply and demand (d) All of these
128. The advertisement of newspaper has a very short life span of
 (a) One day (b) One week (c) One month (d) One year
129. Which among the following is not an objective of advertising research?
 a) Improve the efficiency of an ad b) Develop advertising
 c) Evaluate impact of an ad d) To avoid wastage of an ad
130. The type of appeal which is related to a person's psychological and social needs for purchasing products and services?
 a) Rational appeal b) Emotional appeal c) Moral appeal d) Humour appeal
131. Series of advertisement messages that share a single idea or theme is
 a) Advertisement Campaign b) Advertisement Group
 c) Advertisement Cluster d) Advertisement Series
132. Advertising is a non-personal process but must be written or printed in words ___advertise and helps in the sale of the product.
 (a) Salesman (b) Sponsors (c) Marketer (d) Marketing manager
133. A certificate that gives buyer a kind of saving when they purchase any specified item is called
 (a) Coupon (b) Price pack (c) Rebate/cash refund offer (d) Premium

134. When customer is getting some gift items with the product they purchase is known as
(a) Price pack (b) Product combination (c) Quantity gift (d) Lucky draw
135. Point of Purchase Ads are also known as
a) In-Store Advertising b) Built-in Advertising
c) Green Advertising d) Stock Advertising
136. Building and maintaining relation with government officials to influence legislation and regulation is a part of
(a) Direct marketing (b) Indirect marketing (c) Loyalty schemes (d) Public relation
137. Selection of most appropriate cost-effective medium in advertisement is
a) Media Buying b) Media Scheduling c) Media Purchasing d) Media Selection
138. The aggregate of all the factors which arouse the needs of customers and guide them in final selection is called?
a) Advertising appeal b) Advertising media c) Advertisement d) Buying motive
139. When customers are getting offer for the product with fewer prices than the listed price is
(a) Refund (b) Discount (c) Lucky draw (d) Quantity gift
140. Airline frequent flyers schemes are
(a) Promotion mix (b) Fulfilment cost (c) Loyalty schemes (d) Direct marketing
141. The content and context of a message contained in an advertisement is called?
a) Ad copy b) Script c) Body d) Advertising appeal
142. The middlemen are the connecting link between the producers and _____
(a) Sellers (b) Marketers (c) Buyers (d) Marketing managers
143. To introduce the new products to world of consumers is the main goal of
(a) Entertainment (b) Advertising (c) Boost the sales (d) Online marketing
144. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?
a) advertising b) personal selling c) public relations d) sales promotion

145. Sales promotion is very important for any product, especially for newly launched and designed product. How it affect the product?
- (a) Affects the quality of product (b) Affects the quantity of product
(c) Affects the image of product (d) Affects the price of product
146. The cost handling in campaign and financing the offers is known as
- (a) Promotion cost (b) Communication cost (c) Fulfilment cost (d) Marketing cost
147. A sales promotion in which a manufacturer provides to a wholesaler is
- (a) Trade promotion (b) Sales promotion
(c) Money based sales promotion (d) Fulfilment cost
148. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following?
- a) advertising b) personal selling c) public relations d) sales promotion
149. Sales contest, conventions, trade shows are
- (a) Word of mouth publicity (b) Push promotion (c) Dealers promotion method
(d) Business promotion tools
150. Which of the following strategies is usually followed by B2C companies with respect to promotion strategy?
- a) Push strategy b) Pull strategy c) Blocking strategy d) Integrated strategy
151.is the purpose of public relation activities to create good image of the company in the mind of the people.
- (a) Not to create immediate demand (b) Create immediate demand
(c) Maintaining immediate demand (d) Start production for immediate demand
152. Advertising allowance, incentives to salesman, quantity discount are the method of
- (a) Retailer promotion method (b) Wholesaler promotion method
(c) Dealer promotion method (d) Jobbers promotion method
153. The first step in developing an advertising program should be to:
- a) Set advertising objectives. b) Set the advertising budget.
c) Evaluate advertising campaigns. d) Develop advertising strategy.

154. To maintain the present customers to buy the product and encourage them to buy more is an objective of
 (a) Promotion mix (b) Personal selling (c) Public relation (d) Sales promotion
155. is an element of "Sales Promotion" includes distribution of free samples, organizing trade fair, exhibition, offers, discount coupon etc.
 (a) Marketing mix (b) Promotion mix (c) Product mix (d) Price mix
156. If price is related to discount then promotion is related to
 (a) Retail outlets (b) Advertisements (c) Warranty (d) Attractiveness
157. A specific communication task to be accomplished with a specific target audience during a specific period of time is called an:
 a) Advertising campaign. b) Advertising objective. c) Advertising criterion.
 d) Advertising evaluation.
158. For making advertisement s more effective, the manufacturers improve _____ and launch new products.
 (a) Existing products (b) Advertisement style (c) Marketing channel (d) Sponsors
159. The place where the doubts of middleman can be rectified
 (a) Conference (b) Seminar (c) Meeting (d) Both 2 and 3
160. Providing reduced price than the marked price by the producer directly on the package or sometimes called cents-off deals is known as
 (a) Coupon (b) Price pack (c) Rebate/cash refund offer (d) Premium
161. Which of the following WOULD NOT be one of the primary advertising objectives as classified by primary purpose?
 a) to inform b) to persuade c) to remind d) to make profits
162. The product is sold and money is received in installments. No interest is charged on these installments is
 (a) Rebate (b) Refunds (c) Full finance (d) Product combination
163. If place is related to retail outlets then packing is related to
 (a) Warranty (b) Advertisements (c) Discounts (d) Attractiveness
164. A promotion in which customer have to a small amount of money together with some proof of purchase is _____
 (a) Money based sales (b) Self-liquidating promotion (c) Direct marketing (d) Point of sale

165. Middlemen is classified into two categories 1) Mercantile Agent 2) _____
 (a) Retailer (b) Buyer (c) Jobber (d) Merchant
166. The seller borrow the goods and services of different middlemen to pass the production to the
 (a) Distribution channel (b) Actual users (c) Fake users (d) Wholesalers
167. For making a large margin of profit a person purchases goods and sell in his own name is
 (a) Buyer (b) Jobber (c) Merchant middleman (d) Retailer
168. Middlemen performs the activities like
 (a) Advertising (b) Personal selling (c) Sales promotion (d) All of these)
169. Advertising creates employment as it increases the volume of sales and
 (a) Production (b) Marketing (c) Promotion (d) Personal selling
170. Lower costs, greater global advertising coordination consistent worldwide image are the of international marketing decision.
 (a) Standardization drawbacks (b) Advertisement regulations (c) Standardization benefits (d) Typical responses
171. The best advertisement is
 (a) By emails (b) Print media (c) Television (d) A satisfied customer
172. With the popularity of satellites, phones, iPod etc. usage ofbecomes ineffective but in remote areas it is considered as the fastest way to communicate with masses.
 (a) Social media (b) Email (c) Radio (d) Television
173. Advertising is not flexible as the message is once fixed it can't be altered again and again according to the _____
 (a) Advertiser (b) Sponsor (c) Customer (d) Marketer
174. From the perspective of sales, advertisements are required for
 (a) Profit (b) Loss (c) Increasing sales (d) Decreasing sales
175. When a number of advertisements are published in the newspaper in series and in regular intervals are called
 (a) Monopoly in market (b) Feedback mechanism (c) Boosting the sales (d) Teaser advertisements
176. Advertising is generally criticized because the cost involved in making ads are generally
 (a) High (b) Low (c) Medium (d) Equal to the production
177. and loyalty programs are wonderful and cost effective way to stay in touch with customers when customer database is used correctly.
 (a) Social media (b) Email (c) Radio (d) Television

189. Advertisement is a mass communication. It addresses to masses and it's a form of ____ communication.
(a) Personal (b) Non personal (c) Direct (d) Indirect
190. It is difficult to evaluate the impact of advertising message as there is no immediate and accurate
(a) Legal environment (b) Feedback mechanism (c) Convenient purchasing (d) Educative
191. What is one of the primary goals of reminder advertising
a) maintain customer relationships b) build brand preference
c) correct false impressions d) inform the market of a price change
192. AIDA refers to the
a) hierarchy of effects model b) broadcast model c) subscription model d) Internet model.
193. What is the next step after "closing the sale" in personal selling process?
(a) The opening (b) Need and problem identification
(c) Dealing with objectives (d) Follow up
194. Digital marketing is same as
(a) Marketing through emails (b) Marketing on Facebook (c) Online ads (d) All of the above
195. Pride appeal is which type of appeal
(a) Rational (b) Informative (c) Emotional (d) Non information
196. Which of these type is a hidden advertisement?
(a) Surrogate (b) Competitive (c) Comparative (d) Industrial
197. Which of these contain no illustrations or logos?
(a) TV (b) Magazine (c) Classified advertisements (d) Cinema
198. A short and striking or memorable phrase used in advertising is called
(a) logo (b) Slogan (c) brand image (d) sign
199. POP is an abbreviation of
(a) Purchase of product (b) Point of purchase (c) Property of product (d) Priority of purchase
200. A specific coordinated advertising effort on behalf of a particular product or service that extends for a specified period of time
(a) Campaign (b) Trial (c) Commercial (d) Marketing

Answers

1. (c) Consumers
2. (c) Selecting media
3. (c) Publicity
4. d) Advertisement Agency
5. Push strategy
6. Develop media strategy
7. (b) Sales promotion
8. (d) All of these
9. (d) AHR Detens
10. a) institutional copy
11. a) Pre Testing
12. b) Sales Promotion
13. b) Prospecting
14. a) Affordable method
15. (a) Word of mouth publicity
16. (c) Manufacturers promotions
17. (d) Print
18. (d) Both a and c
19. (c) Buyer and customer
20. a) advertisement media
21. c) Only Statement 1 is correct
22. a) Deception
23. (c) Cheap bargain
24. (c) Mass reach
25. (d) American marketing Association
26. a) Obscene advertisements
27. d) Mass communication
28. (c) New products
29. d) Publicity
30. a) Transactional
31. b) Conducting advertising culture audit
32. (a) Message strategy
33. b) Sales Force Promotion
34. (b) Message execution
35. b) Publicity
36. c) Deception
37. a) Interest; Action
38. b) middlemen
39. (d) Convenient purchasing
40. c) Brand Equity
41. d) Objections
42. (d) Typical responses
43. b) Beauty appeal
44. (c) Cold drink
45. (d) All of the above
46. (c) Discounts
47. d) expository copy
48. a) planning, research, organisation, writing, checking, proof reading, editing, revision
49. b) Media Strategy
50. d) Flex Board
51. a) Advertising appeal
52. b) Both statements are wrong
53. c) Personal selling process
54. a) Brand loyalty
55. d) Informative advertising
56. (c) Rebate/cash refund offer
57. c) competitive-parity method
58. c) Reminder advertising
59. (c) Developing sales promotion program
60. c) Push Money
61. d) Media Vehicle
62. c) Direct marketing

63. c) Only Statement 1 is correct
64. b) Corporate Social Responsibility
65. (b) Sample
66. (b) Sales promotion
67. b)Combination strategy
68. c) Sales Promotion
69. a) Follow-up
70. b) Material goods
71. c) Only Statement 1 is correct
72. a) Push
73. (d) Trade promotion
74. (d) Both b and c
75. (d) Point of sale
76. c) Direct Mail Advertising
77. (b) Instant draw and assigned gift
78. b) Consumer Promotion
79. d) Media Buying
80. d) sales promotion
81. c) advertising layout
82. c) It must be economical
83. d) Advertising Standards Council of India (ASCI)
84. c) Media
85. (b) After sales service
86. (a) Retail outlets
87. c) Sales Promotion
88. b) Trader Promotion Techniques
89. c) Price off offer
90. a) Consumer promotion Techniques
91. (c) Customer sales promotion
92. (d) Television
93. a) Subliminal ads
94. a) Consumer
95. c) Brand Equity
96. (c) Promotion
97. a) Personal Selling
98. (b) Indirect marketing
99. (b) Types of advertising
100. c) The Company Secretaries, Act
101. a) Advertising clutter
102. (d) Entertainment
103. (b) Customer audit
104. (b) Direct marketing
105. (a) Lucky draw
106. b) Both statements are wrong
107. d) Marginal test
108. c) readability studies
109. (d) Premium
110. d) Consumer dairy test
111. b) positioning
112. (b) Communication cost
113. (c) Drawback of newspaper
114. (a) Standardization drawbacks
115. b) Media Schedule
116. c) Mail
117. a) Media Mix
118. (a) Middlemen
119. (c) Money based sales promotion
120. b) public relations
121. (d) Objectives
122. a) Push strategy
123. d) testimonial Ad copy
124. (d) Patronage reward
125. (a) Stocking of goods
126. a) Both statements are right
127. (c) Supply and demand
128. (a) One day

129. b) Develop advertising
130. b) Emotional appeal
131. a) Advertisement Campaign
132. (b) Sponsors
133. (a) Coupon
134. (b) Product combination
135. a) In-Store Advertising
136. (d) Public relation
137. d) Media Selection
138. d) Buying motive
139. (b) Discount
140. (c) Loyalty schemes
141. a) Ad copy
142. (c) Buyers
143. (b) Advertising
144. a) advertising
145. (c) Affects the image of product
146. (c) Fulfilment cost
147. (a) Trade promotion
148. d) sales promotion
149. (d) Business promotion tools
150. b) Pull strategy
151. (a) Not to create immediate demand (
152. (c) Dealer promotion method
153. a) Set advertising objectives
154. (d) Sales promotion
155. (b) Promotion mix
156. (b) Advertisements
157. b) Advertising objective.
158. (a) Existing products
159. (d) Both 2 and 3
160. (b) Price pack
161. d) to make profits
162. (c) Full finance
163. (d) Attractiveness
164. (b) Self-liquidating promotion
165. (d) Merchant
166. (b) Actual users
167. (c) Merchant middleman
168. d) All of these
169. (a) Production
170. (c) Standardization benefits
171. (d) A satisfied customer
172. (c) Radio
173. (c) Customer
174. (c) Increasing sales
175. (d) Teaser advertisements
176. (a) High
177. (b) Email
178. (d) Developing strategy
179. (a) Advertiser
180. d) Newspaper
181. (d) Share broker
182. (a) Social media
183. d) Educative
184. (c) Evaluation of advertising
185. c) Legal environment
186. b) Sales territory
187. (d) All of the above
188. (b) Sale of interior products
189. (b) Non personal
190. (b) Feedback mechanism
191. a) maintain customer relationships
192. a) hierarchy of effects model
193. (d) Follow up
194. (d) All of the above
195. (b) Informative
196. (a) Surrogate

197. (c) Classified
198. (b) Slogan
199. (b) Point of purchase
200. (a) Campaign