G 3500

00003500

Maximum Weight : 5

MCQ—ADVERTISING AND SALES PROMOTION

Section II

[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]

UG CBCSS INTERNAL EXAMINATION, JUNE 2026

DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN SECTION II OF THE QUESTION PAPER

Answer **all** *questions.*
All questions carry equal weight.
Put a tick mark [✓] *in the column against the correct answer.*

1. Promotion mix includes Sales Promotion, Personal Selling, Advertising and :

   (A) Marketing. ☐ (B) Sales. ☐

   (C) Publicity. ☐ (D) None of these. ☐

2. ———— media can give 24 hour exposure to the public eye.

   (A) Television. ☐ (B) Print. ☐

   (C) Internet. ☐ (D) Flex Board. ☐

3. Which among the following is an example of Trade promotion ?

   (A) Coupons. ☐ (B) Samples. ☐

   (C) Push Money. ☐ (D) None of these. ☐

4. Creating image of product in the minds of target group is called :

   (A) Marketing. ☐ (B) Positioning. ☐

   (C) Branding. ☐ (D) Popularising. ☐

Turn over

5. Series of advertisement messages that share a single idea or theme is :

(A) Advertisement Campaign. ☐ (B) Advertisement Group. ☐

(C) Advertisement Cluster. ☐ (D) Advertisement Series. ☐

6. The specific carrier within a medium is called :

(A) Media Carrier. ☐ (B) Media Bus. ☐

(C) Media Van. ☐ (D) Media Vehicle. ☐

7. 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. ☐

8. 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. ☐

9. 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. ☐

10. 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. ☐

11. 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. ☐

12. ———— 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. ☐

13. All of the following methods are considered to be concurrent testing methods EXCEPT :

(A) Consumer diaries. ☐ (B) Co-incidental surveys. ☐

(C) Readability studies. ☐ (D) Electronic devices. ☐

14. Consider the following statements :

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. ☐

Turn over

15. 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.

16. Which among the following is not an objective of advertising research ?

(A) Improve the efficiency of an ad.

(B) Develop advertising plans.

(C) Evaluate impact of an ad.

(D) To avoid wastage of money.

17. 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.

18. 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.

19. Axe body spray ads are examples of ————————.

(A) Obscene advertisements. ☐ (B) Deception. ☐

(C) Subliminal. ☐ (D) Rational appeal. ☐

20. 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. ☐

No. of MCQs attempted ☐ Weight Scored ☐

(To be entered by the examiner)

No. of MCQs not attempted ☐

ATTACH SECTION II INTERNAL EXAMINATION MCQ PAPER WITH THE MAIN ANSWER-BOOK