

C.B.C.S.S. B.Com Programme
Semester V – Complementary Course- 1
ADVERTISING AND SALES PROMOTION

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

- a) Marketing
- b) Sales
- c) Publicity
- d) None of these

Ans: C

2. Copy testing is also known as

- a) Pre Testing
- b) Copy writing
- c) concurrent testing
- d) Preview

Ans: A

3. 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

Ans: B

4. _____ media can give 24 hour exposure to the public eye.

- a) Television
- b) Print
- c) Internet
- d) Flex Board

Ans: D

5. It is popularly known as free form of promotion

- a) Advertisement
- b) Publicity
- c) Personal Selling
- d) Marketing

Ans: B

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

- a) Coupons
- b) Samples
- c) Push Money
- d) None of these

Ans: C

7. Which among the following is a Pull Strategy?

- a) Trade promotion
- b) Consumer Promotion
- c) Sales Force Promotion
- d) None of these

Ans: B

8. 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

Ans: C

9. The strategy that encourages dealers and distributors to sell a product is known as

- a) Push
- b) Pull
- c) Combination
- d) Marketing

Ans: A

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

- a) Marketing
- b) positioning
- c) Branding
- d) Popularising

Ans: B

11. The process of purchasing space in a media is

- a) Media Spacing
- b) Media Scheduling
- c) Media Purchasing
- d) Media Buying

Ans: D

12. The plan that show time, date and frequency of an advertisement is

- a) Media Plan
- b) Media Schedule
- c) Media Time
- d) Media Space

Ans: B

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

- a) Advertisement Campaign
- b) Advertisement Group
- c) Advertisement Cluster
- d) Advertisement Series

Ans: A

14. Point of Purchase Ads are also known as

- a) In-Store Advertising
- b) Built-in Advertising
- c) Green Advertising
- d) Stock Advertising

Ans: A

15. The specific carrier within a medium is called

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

Ans: D

16. Which among the following is not a mechanical test?

- a) Psychogalvanometer
- b) Techistoscope
- c) Camera test
- d) Consumer dairy test

Ans: D

17. 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

Ans: B

18. 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

Ans: A

19. Selection of most appropriate cost-effective medium in advertisement is

- a) Media Buying
- b) Media Scheduling
- c) Media Purchasing
- d) Media Selection

Ans: D

20. Direct mail advertising sends messages through

- a) Audio
- b) Video
- c) Mail
- d) None of these

Ans: C

21. Which of the following is more of personal medium of advertisement?

- a) Internet Advertisement
- b) Broadcast Media
- c) Direct Mail Advertising
- d) Print Media

Ans: C

22. Independent organization of creative people for advertisement and promotional tools are called

- a) Advertisement Makers
- b) Advertisement Creators
- c) Advertisement Developers
- d) Advertisement Agency

Ans: D

23. 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

Ans: D

24. 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

Ans: B

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

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

Ans: C

26. 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

Ans: A

27. 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

Ans: D

28. A _____ 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

Ans: A

29. 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

Ans: B

30. 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

Ans: A

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.

Ans: B

32. 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.

Ans: A

33. 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.

Ans: B

34. 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

Ans: D

35. _____ is used heavily when introducing a new product category.

- a) Persuasive advertising
- b) Inferential advertising
- c) Reminder advertising
- d) Informative advertising

Ans: D

36. 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.

Ans: C

37. 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

Ans: A

38. 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

Ans: C

39. _____ 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

Ans : A

40. _____ 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

Ans: C

41. All of the following methods are used for evaluating advertising effectiveness EXCEPT:

- a) Pre- test
- b) Post- test
- c) Concurrent test
- d) Marginal test

Ans: D

42. 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

Ans: C

43. 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

Ans: A

44. 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

Ans: D

45. 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

Ans: C

46. 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

Ans: B

47. Aishwarya Rai Bachan endorsing L'Oreal is an example of?

- a) Rational appeal
- b) Beauty appeal
- c) Sex appeal
- d) Emotional appeal

Ans: B

48. The content and context of a message contained in an advertisement is called?

- a) Ad copy
- b) Script
- c) Body
- d) Advertising appeal

Ans: A

49. 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

Ans: A

50. Searching and identifying potential buyers for a product is ____

- a) Selling
- b) Prospecting
- c) Compelling
- d) Canvassing

Ans: B

51. 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

Ans: D

52. An Ad copy that uses the endorsement of a satisfied customer?

- a) comparative copy
- b) reminder copy
- c) expository copy
- d) testimonial Ad copy

Ans: D

53. 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

Ans: A

54. 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

Ans: C

55. Consider the following statements:

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

Ans: A

56. 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

Ans: B

57. 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

Ans: C

58. 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

Ans: C

59. 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.

Ans: C

60. 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

Ans: B

61. Consider the following statements:

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

Ans: B

62. 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

Ans: A

63. _____ 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)

Ans: D

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

Ans: B

65. Benetton 'Unhate' ad campaign, featuring world leaders kissing is a case of _____

- a) Subliminal ads
- b) Misleading
- c) Obscene
- d) Appealing

Ans: A

66. Axe body spray ads are examples of _____

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

Ans: A

67. The large volume of advertising in a society is known as _____

- a) Advertising clutter
- b) Deception
- c) Mass advertising
- d) Large scale advertising

Ans: A

68. 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

Ans: C

69. 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

Ans: B

70. Advertising is an important source of revenue to _____

- a) Advertisers
- b) Public
- c) Media
- d) Government

Ans: C

71. Advertisement aims at _____

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

Ans: D

72. _____ 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

Ans: C

73. The basic objective of push strategy is to encourage the _____

- a) Consumer
- b) middlemen
- c) Producer
- c) Public

Ans: B

74. A pull sales promotion strategy concentrates on the _____

- a) Consumer
- b) middlemen
- c) Producer
- c) Sales force

Ans: A

75. 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

Ans: B

76. Couponing is an example of _____

- a) Consumer promotion Techniques
- b) Trader Promotion Techniques
- c) Sales Force Promotion Technique
- d) Dealer Promotion Technique

Ans: A

77. 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

Ans: C

78. _____ is a non-paid form of promotion

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

Ans: D

79. _____ 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

Ans: A

80. _____ 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

Ans: C

81. _____ is a measure of attachment that a consumer has to a brand.

- a) Brand loyalty
- b) Brand association
- c) Brand Equity
- d) Brand awareness

Ans: A

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

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

Ans: C

83. Merchandise allowance is a _____ technique.

- a) Consumer promotion Techniques
- b) Trader Promotion Techniques
- c) Sales Force Promotion Technique
- d) Pull Promotion Technique

Ans: B

84. 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

Ans: C

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

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

Ans: A

86. 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

Ans: C

87. Excuses for NOT making a purchase commitment or decision are called

- a) Constraints
- b) Interventions
- c) Troubles
- d) Objections

Ans: D

88. The final stage in the personal sales process is the _____ stage

- a) Follow-up
- b) Assumptive close
- c) Trial Close
- d) Presentation

Ans: A

89. AIDA stands for Awareness, _____, Desire and _____.

- a) Interest; Action
- b) Idea; Approach
- c) Intensity; Appeal
- d) Involvement; Appeal

Ans: A

90. A consumer contest is an example of _____.

- a) Personal Selling
- b) Sales Promotion
- c) Advertisement
- d) Indirect Selling

Ans: B