



## IDEA INSTITUTE OF MANAGEMENT & TECHNOLOGY

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### Advertising Management & Sales Promotion

7:00pm to 9:00pm

Semester – IV(Marketing)

June 5, 2010

#### SECTION A (ONE MARKS)

(1) \_\_\_\_\_ refers to the percentage of customers in the target market who are exposed to the advertising campaign for a given period of time.

- (a) frequency
- (b) media impact
- (c) media timing
- (d) reach

Answer : D

(2) What is the needs of advertising?

(a) a way of communicating information to the consumer  
(b) the most economical mean by who a manufacture or an institutional body can communicate to an audience

- (c) a n ecessary means of communication
- (d) all of the above

Answer : D

(3) To add visual appeal in both print and TV ads.

- (a) Be succinct
- (b) Be specific
- (c) Get personal
- (d) Use variety

Answer : D

(4) Directly address your audience when ever possible as 'you' and 'your' rather than 'we' or 'they'.

- (a) Be succinct
- (b) Be specific
- (c) Get personal
- (d) Be conventional

Answer : C

(5) Values and ideas taken by the consumers to be unquestionably true.

- (a) Awareness
- (b) commitment
- (c) goal seeking
- (d) integration

Answer : B

(6) \_\_\_\_\_ developed in 1920s.

- (a) Lavidge and Sterner Model
- (b) Roger's Model
- (c) Operational Model
- (d) AIDA Model

Answer : D

(7) Characteristics of channels or the media used by the consumer for input purposes.

- (a) Awareness  
(b) input system  
(c) goal seeking  
(d) integration

Answer : B

- (8) Conditions limiting or enabling communication.  
(a) Awareness  
(b) input system  
(c) goal seeking  
(d) integration

Answer : A

- (9) Have customers seek you out.  
(a) attract  
(b) assist  
(c) affiliate  
(d) none of the above

Answer : A

- (10) What is the ways of integrating the information in the Windows environment?  
(a) Linking objected  
(b) embedding objects  
(c) the clipboard  
(d) all of the above

Answer : D

- (11) \_\_\_\_\_ is the analysis, interpretation and manipulation of signals.  
(a) data processing  
(b) word pro cessing  
(c) signal processing  
(d) all of the above

Answer : C

- (12) Advertiser base their budgets on what they can afford is called \_\_\_\_\_ budgeting method.  
(a) Market share  
(b) Objective & task  
(c) Competitive Parity  
(d) Affordable

Answer : D

- (13) \_\_\_\_\_ processing may be defined as the manipulation of data to produce useful information.  
(a) Publicity  
(b) Information  
(c) Word  
(d) Planning

Answer : B

- (14) \_\_\_\_\_ is a fast growing area of research that uses concepts from applied mathematics, computer science and engineering to design efficient algorithms for

acquisition, reconstruction, analysis manipulation etc. of complex 3Dmodels.

- (a) Signal processing
- (b) Geometry processing
- (c) Data processing
- (d) Word processing

Answer : B

(15) \_\_\_\_\_ Model is of special relevance to new product introductions and useful for adoption of non-commercial service or practices in developing countries.

- (a) Maslow
- (b) F.W. Taylor
- (c) An organization
- (d) Rogers'

Answer : D

(16) Direct marketing can be important tool for \_\_\_\_\_ for its relatively low cost, ability to reach specialized target markets & its ability to provide immediate & measurable results.

- (a) sales promotion
- (b) start-up-business
- (c) maturity stage
- (d) decline stage

Answer : B

(17) \_\_\_\_\_ advertising compares one brand directly or indirectly with one or more competing brands.

- (a) Comparative
- (b) Advocacy
- (c) Co-operative
- (d) Information

Answer : A

(18) This is possible the first type of advertising you should purchase.

- (a) yellow pages
- (b) direct mail
- (c) internet
- (d) televisions and radio

Answer : A

(19) \_\_\_\_\_ pertains to non personal selling of a specific product.

- (a) advo cacy advertising
- (b) comparative adv ertising
- (c) product advertising
- (d) direct mail advertising

Answer : C

(20) Are typically expensive.

- (a) yellow pages
- (b) direct mail
- (c) internet
- (d) televisions and radio

Answer : D

( ) SECTION B

(21) This type of scheduling approach es advertising at a steady level over the entire planning period.

- (a) continuity
- (b) flighting
- (c) massed
- (d) none of the above

Answer : A

(22) \_\_\_\_\_ has been used to sell a wide variety of goods and services to consumers as well as businesses, and it continues to grow despite postage increases.

- (a) direct mail
- (b) telephone-based direct marketing
- (c) newspapers
- (d) magazines

Answer : A

(23) \_\_\_\_\_ compares one brand directly or indirectly with new or more competing brands.

- (a) advocacy advertising
- (b) comparative advertising
- (c) co-operative advertising
- (d) direct mail advertising

Answer : B

(24) Under what circumstances or context will the behavior be performed.

- (a) student behavior
- (b) conditions of performance
- (c) performance criteria
- (d) none of the above

Answer : B

(25) \_\_\_\_\_ has suggested three advertising exposures.

- (a) Douglas
- (b) Krugman
- (c) Field
- (d) Tarpey

Answer : B

(26) What are the key features of media planning?

(a) the process of determining how to use time and space to achieve advertising objectives.

- (b) demands the biggest portion of the advertiser's budget.
- (c) systematic and complex
- (d) all of the above

Answer : D

(27) \_\_\_\_\_ and \_\_\_\_\_ are called out-door advertising.

- (a) Television...-..... billboards
- (b) Radio ...-..... transit ads
- (c) Billboards.....-... transit ads
- (d) Yellow pages.....- Internet

Answer : C

(28) \_\_\_\_\_ stimulates increases in production and consequently, generates more \_\_\_\_\_.

- (a) Advertising.....-employment
- (b) Sales .....-.... Profit
- (c) Profit .....-... cash
- (d) Sales promotion ...-.... cost

Answer : A

(29) The achievement of an advertiser's objectives is dependent on the \_\_\_\_\_ of the message to the target audience and the \_\_\_\_\_ of the media. (a) appeal.....-... reach

- (b) communication...-..... frequency
- (c) reach.....-... appeal
- (d) exposure .....-..... impact

Answer : A

(30) \_\_\_\_\_ require entrants to perform a task that is judged in order to be deemed winner, while \_\_\_\_\_ involve a random drawing or chance contest that may or may not have an entry requirement.

- (a) total cost..... net profit
- (b) Sweepstakes..... Contests
- (c) Contests..... Sweepstakes
- (d) profits..... expenses

Answer : C

(31) What are the reasons for a company to implement a promotional strategy?

- (a) to provide information
- (b) to differentiate
- (c) to increase sales
- (d) all of the above

Answer : D

( ) SECTION C

(32) Which of the following is True?

- (a) persuasion is used in almost every advertisement
- (b) investigation of persuasion theories leads to the context effects and attitude correction
- (c) the cognitive –response model explains that the persuasion process takes place when a person reflects on the content of the message
- (d) all of the above

Answer : D

(33) Which of the following is False?

- (a) the goal of the media planner is to expose the target audience to the advertiser's message at the critical point called aperture
- (b) the most effective advertisement should expose the consumer to the product when his interest and attention are low.
- (c) locating the aperture opportunity is a major responsibility of the media planner
- (d) none of the above

Answer : B

(34) Which of the following is False?

- Questions
- (a) DSS concentrates on insight into the system by providing 'what-if' sensitivity
  - (b) DSS emphasis support to the decision maker and does not replace him
  - (c) The DSS software can be structured into four components: model base, database, and solution base and dialogue management
  - (d) all of the above

Answer : D

(35) Which of the following is False?

- ad.
- (a) the headline conveys the main message so that people get the point of the creative concept
  - (b) the headline works with the visual to get attention and communicate the creative concept
  - (c) magazine ads are less informative and carry shorter copy than do newspapers ads.
  - (d) none of the above

Answer : C

(36) Which of the following is True?

- (a) an advertising allowance is a dividend paid by a marketer to a reseller for advertising his product
- (b) slotting allowances are fees retailers charge manufacturers for each space or slot on the shelf or in the warehouse that new products will occupy
- (c) both a and b
- (d) none of the above

Answer : C

(37) Which of the following is False?

- with right message.
- (a) the principle of media planning is to reach the right people, at the right time, with right message.
  - (b) media planning is the process of determining how to use time and space to achieve advertising objectives
  - (c) a media vehicle is a single program, magazine, or radio station
  - (d) all of the above

Answer : B

(38) Which of the following is True?

- market.
- (a) creativity inherent in advertising leads to the discovery of new relationship.
  - (b) advertising contributes to economic growth by helping to expand the market.
  - (c) advertising is a reminder to the existing consumers and it aims at cultivating new prospects.
  - (d) all of the above

Answer : D