Q1.) Which of the following is not an example of persuasive advertising:

a) Persuading customers to receive a sales call  
b) Encouraging the customer to purchase now  
c) Building brand preference  
d) Explaining how the product works  
Ans:- d) Explaining how the product works

Q2.) A specific coordinated advertising effort on behalf of a particular product or service that extend for a specified period of time

a) Campaign  
b) Trial  
c) Marketing  
d) Commercial

Ans:- a) Campaign
Q3.) Advertising that is set in small type and arranged according to categories or interests

a) Display ads
b) Classified ads
c) Testimonial ads
d) Banner ads
Ans:- b) Classified ads

Q4.) The process of reserving time or time periods with a station or network; checking on available advertising time.

a) Free time
b) Cross time
c) Clear time
d) Reserved time
Ans:- c) Clear time
Q5.) The highest possible rate for advertising time or space.

a) Gross rate  
b) Consumer rate  
c) Ad rate  
d) Cost  
Ans:- a) Gross rate

Q6.) Advertising that is under complete control of the advertiser, rather than through some established medium

a) Direct advertising  
b) Brand advertising  
c) Display ad  
d) Classified ad  
Ans:- a) Direct advertising
Q7.) The first printed advertisements were single sheets, printed on one side, that today would be called

a) Fliers  
b) Barrages  
c) Flights  
d) Brochures  
Ans:- a) Fliers

Q8.) A /an............. reimburses a retailer for extra in-store support or special featuring of a brand.

a) Organizational allowance  
b) Merchandise allowance  
c) Case allowance  
d) Finance allowance  
Ans:- b) Merchandise allowance
Q9.) Sales tools used to support a company's advertising and personal selling directed to wholesalers retailers, or distributors are called

a) Trade-oriented sales promotions
b) Consumer promotions
c) Manufacturers promotions
d) Sales promotions

Ans:- a) Trade-oriented sales promotions

Q10.) ................. are programs in which a manufacturer pays a percentage of a retailer's local advertising expense for advertising the manufacturer's products.

a) Trade promotion programs
b) Consumer promotion programs
c) Cooperative advertising programs
d) Cause-related marketing programs

Ans:- c) Cooperative advertising programs
Q11.) In planning and obtaining publicity, a frequently used tool is the ............... which is an announcement regarding changes in the company or the product line.

a) Trade show
b) News release
c) Infomercial
d) Double-page spread
Ans:- b) News release

Q12.) The ad advised readers to "try your skill at using our cream cheese to create an exciting new recipe and you may be the winner of a trip for two to Hawaii." This ad was promoting a,

a) Premium
b) Sweepstakes
c) Deal
d) Contest
Ans:- d) Contest
Q13.) Sampling is an appropriate strategy for which type of products?

a) Products which are classified as shopping goods  
b) Products in the decline stage of their product life cycle  
c) Commodity products like salt, sugar, and baking soda  
d) Products which are in the introductory stage of the product life cycle  

Ans:- d) Products which are in the introductory stage of the product life cycle

Q14.) A/An................ made up of the company’s own advertising staff may provide full services or a limited range of services.

a) Intrafirm agency  
b) In-house agency  
c) Promotional department  
d) Full-service agency  

Ans:- b) In-house agency
Q15.) Which of the following is the definition for purchase frequency?

a) The amount of time between trial and first repeat purchase of a given product  
b) The amount of time it takes each generation to enter the product life cycle  
c) How often a consumer will try a competitive brand before returning to the original choice  
d) The more frequently the product is purchased, the less repetition is required  
Ans:- d) The more frequently the product is purchased, the less repetition is required

Q16.) Expand ISA:

a) International Society of Advertisers  
b) Indian Society of Advertisers  
c) International Sort of Advertisers  
d) Informative and Service Advertisements  
Ans:- b) Indian Society of Advertisers
Q17.) The most common form of outdoor advertising is
a) Stadium advertising
b) Advertising on taxis
c) Advertising on bus backs
d) Billboard advertising
Ans:- d) Billboard advertising

Q18.) The speed with which buyers forget about a brand if advertising is NOT seen is called
a) Buyer turnover
b) The frequency rate
c) The forgetting rate
d) Brand awareness rate
Ans:- c) The forgetting rate
Q19.) Billboard advertising is most effective for................advertising.

a) Pioneering
b) Advocacy
c) Reminder
d) Comparative
Ans:- c) Reminder

Q20.) One reason for NOT using the outdoor advertising is

a) Its local market focus
b) Its high costs
c) Its lack of visibility
d) Its inability to communicate short, pithy messages
Ans:- a) Its local market focus
Q21.) Which of the following statements about the Internet as an advertising medium is true?

a) The Internet provides audio and video capabilities  
b) Ads are black and white. 
c) Internet ads are similar to print ads in that they offer only a visual message. 
d) Internet advertising is the most effective form of advertising 

Ans:- a) The Internet provides audio and video capabilities 

Q22.) Which of the following statements about newspapers as an advertising medium is true?

a) Newspapers have excellent local reach potential  
b) National companies rarely use newspapers except in conjunction with local distributor of their products 
c) Color reproduction is not very good 
d) All of the above 

Ans:- d) All of the above
Q23.) Which of the following statements about magazines as an advertising medium is true?

a) Magazines have distinct profiles for well-defined target audiences
b) Some nationally distributed magazines publish regional or metro editions to reduce the cost of ads and wasted coverage
c) Magazine ads can convey complex information
d) All of these

Ans:- d) All of these

Q24.) One reason for using magazines as an advertising medium is

a) Their ability to target specific audiences
b) The short lead time needed to place an ad
c) Their low cost
d) The lack of noise associated with the use of magazines in the communication channel

Ans:- a) Their ability to target specific audiences
Q25.) AAAI represents;

a) American Agency for Advertisers Information
b) Advertising Agencies Association of India
c) Association of Advertising Agencies in India
d) Indian Association of Advertising Agencies
Ans:- b) Advertising Agencies Association of India

Q26.) One reason for using radio as an advertising medium is

a) Its high cost
b) Its long lead time required for the placement of an ad
c) Its inability to use humour
d) It is segmented
Ans:- d) It is segmented
Q27.) Program-length (30-minute) advertisements that take an educational approach to communication with potential customers are called

a) Advertorials  
b) Infomercials  
c) Intrusionaries  
d) Advocacy ads  

Ans:- b) Infomercials

Q28.) ______ are direct response television commercials which generally include a phone number or website

a) Infomercials  
b) Phone-in programmes  
c) Advocacy ads  
d) Quick response ads  

Ans:- a) Infomercials
Q29.) AAAAA stands for,

a) American Agency for Advertising and Awareness  
b) American Association of Advertising Agencies  
c) Association of Advertising Agencies in America  
d) American Advertising Agencies’ Association  

Ans:- b) American Association of Advertising Agencies

Q30.) Action advertising is also termed as,

a) Quick response advertising  
b) Direct response advertising
c) Advocacy advertising
d) Short term advertising
Ans:- b) Direct response advertising

Q31.) Objective of all advertisements is,

a) Objectivity
b) Timeliness
c) Persuasion
d) Infotainment
Ans:- c) Persuasion

Q32.) An opportunity to deliver an advertising element to a Website visitor,

a) Snippet
b) Banner ads
c) Pop-up ads
d) Ad request
Ans:- d) Ad request
Q33.) Three commonly used trade promotions are

a) Coupons, rebates, and discounts
b) Allowances and discounts, cooperative advertising, and training of distributor's sales forces
c) Cooperative advertising, merchandise allowances, and points-of-purchase displays
d) Allowances and discounts, consumer promotions, and merchandise allowances

Ans:- b) Allowances and discounts, cooperative advertising, and training of distributor's sales forces

Q34.) AdSense is,

a) An advertising agency
b) Set of regulations and standards in advertising
c) Google’s advertising programme to display ads in web pages
d) Awareness programme introduced to give advices about the advertising tendencies to the consumers

Ans:- c) Google’s advertising programme to display ads in web pages
Q35.) The possible exposure of the advertising message to one audience member,

a) Impression  
b) Hit  
c) GRP  
d) Exposure rate  
Ans:- a) Impression

Q36.) ‘Art’ in advertisement implies,

a) The whole visual presentation  
b) The traditional or modern art forms used in an advertisement  
c) Graphics and animations used in an advertisement  
d) The ambience created to present an idea through an advertisement  
Ans:- a) The whole visual presentation
Q37.) The consumer’s conscious or unconscious decision to repurchase a brand continually,

a) Decision making  
b) Consumption rate  
c) Consumption strategy  
d) Brand loyalty  
Ans:- d) Brand loyalty

Q38.) INS means;

a) International Newspaper Society  
b) Indian National Services  
c) Indian Newspaper Society  
d) Indian Newspaper Services  
Ans:- c) Indian Newspaper Society
Q39.) ................ is defined as the number of different people or households exposed to an advertisement.

a) Scope  
b) Share  
c) Reach  
d) Span  
Ans:- c) Reach

Q40.) Frequency is defined as the

a) Number of different advertisements, sales promotions, or publicity events in a promotional campaign of a marketing program  
b) Total number of times an advertisement is broadcast on network and cable television or radio  
c) Number of times an advertisement must be shown before a given percentage of the audience can recall key points of information
d) Average number of times a person in the target audience is exposed to an advertisement
Ans:- d) Average number of times a person in the target audience is exposed to an advertisement

Q41.) Advertisements intended to promote sale of the products by appealing directly to the consumers/buyers is called .................

a) Consumer Advertising
b) Consumption Advertising
c) Retail Advertising
d) Trade Advertising
Ans:- a) Consumer Advertising

Q42.) The ‘hierarchy of human needs’ is a valuable guide in the process of Ad. copy formulation. Who devised it?

a) Abraham H. Maslow
b) Philip Lesley
c) Paul Lazarsfeld
d) Leon Festinger
Ans:- a) Abraham H. Maslow
Q43) .......... is defined as the percentage of households in a market that are tuned to a particular television show or radio station.

a) Gross rating points
b) Reception rate
c) Target audience reach
d) Rating

Ans:- d) Rating