1) A company is practicing.......................... if it focuses on sub segments with distinctive traits that may seek a special combination of benefits.
   a) Micromarketing
   b) Niche marketing
   c) Mass marketing
   d) Segment marketing
   Ans:- b) Niche marketing

2) .................. is a strategy of using a successful brand name to launch a new or modified product in a new category.
   a) Duo-branding
   b) Line extension
   c) Brand extension
   d) Multi-branding
   Ans:- c) Brand extension
3) When producers, wholesalers, and retailers act as a unified system, they comprise a:
   a) Marketing system
   b) Power-based marketing system
   c) Horizontal marketing system
   d) Vertical marketing system
   Ans: - c) Horizontal marketing system

4) If an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability and high believability, the advertiser will probably choose which of the following mass media types?
   a) Newspapers
   b) Television
   c) Direct Mail
   d) Radio
   Ans: - a) Newspapers

5) A........................ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.
   a) Product feature
   b) Sponsorship
   c) Brand
   d) Logo
   Ans: - c) Brand
6) What is the name of the first ad agency established in India?
   a) Ogilvy and Mather
   b) Indian Advertising Agency
   c) Modern Publicity Company
   d) India’s Advertising Company
   Ans:- b) Indian Advertising Agency

7) The total delivery of a media schedule during a specified time period is called,
   a) Time Rating
   b) Gross Rating Point
   c) Average Rating Point
   d) Frequency
   Ans:- b) Gross Rating Point

8) The last stage in the selling process is the ___________ stage.
   a) Approach
   b) Handling objections
   c) Closing
   d) Follow-up
   Ans:- d) Follow-up
9) Costs that do not vary with production or sales levels are called:
    a) Fixed costs
    b) Variable costs
    c) Standard costs
    d) Independent costs
Ans:- a) Fixed costs

10) An unbound booklet consists of a single sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths is a _____
    a) Pamphlet
    b) Handbill
    c) Poster
    d) Flier
Ans:- a) Pamphlet

11) The study of human populations in terms of size, density, location, age, gender, race occupation, and other statistics is called:
    a) Geothermy
    b) Demography
    c) Ethnography
    d) Hemos-popography
Ans:- b) Demography
12) Expand GRP;
a) Group Rating Points
b) Group Rating Programme
c) Gross Rating Points
d) Gross Ratio Points
Ans:- c) Gross Rating Points

13) Expand ‘TRP’.
a) Television Reader Poll
b) Television Rating Poll
c) Television Rating Points
d) Television Rating Programme
Ans:- c) Television Rating Points

14) Very long TV commercials providing detailed information about a product or service. Such programmes are called,
a) Infotainments
b) Infomercials
c) Commercials
d) Paid Programmes
Ans:- b) Infomercials
15) A set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user is called a:
   a) Retailer
   b) Wholesaler
   c) Distribution channel
   d) Logistics function
   Ans:- c) Distribution channel

16) The strategy whereby a company stocks its products in as many outlets as possible is called:
   a) Intensive distribution
   b) Exclusive distribution
   c) Selective distribution
   d) Closed distribution
   Ans:- a) Intensive distribution

17) When a seller of a product requires that its dealers not handle competitors’ products, the seller’s strategy is called:
   a) Multilevel distribution
   b) Prohibitive retailing
   c) Exclusive dealing
   d) Bonded partnering
   Ans:- c) Exclusive dealing
18) Which of the following terms is similar to the term “marketing logistics?”
   a) Channel of distribution
   b) Vertical integration of distribution
   c) Physical distribution
   d) Horizontal distribution
   Ans:- c) Physical distribution

19) A short and striking or memorable phrase used in advertising is called,
   a) Logo
   b) Brand image
   c) Slogan
   d) Sign
   Ans:- c) Slogan

20) The marketing effects or outcomes that accrue to a product with its brand name compare with those that of the same product did not have the brand name is called,
   a) Brand Equity
   b) Brand Identity
   c) Brand Expansion
   d) Brand Image
   Ans:- a) Brand Equity
21) Animated screens, often ads that pop up momentarily as the computer searches for or downloads information for a requested web page is an example of,
   a) Flash Ads
   b) Interstitial
   c) Pop ups
   d) GIF Animations
   Ans:- b) Interstitial

22) The songs or tunes about a product or service that usually carry the ad theme and a message are,
   a) Slogans
   b) Jingles
   c) Beats
   d) Themes
   Ans:- b) Jingles

23) The physical arrangement including the headline, subheads, illustrations, body copy and identifying marks of an advertisements is called,
   a) Contrast
   b) Proportion
   c) Gutter
   d) Layout
   Ans:- d) Layout
24) An outdoor medium transporting to different locations carrying ads, is an example of,
a) Mobile Billboard 
b) Dynamic ad 
c) Media Vehicle 
d) Transport Ad  
Ans:- a) Mobile Billboard

25) What termed as consumer perception?  
a) Consumer receives, organize, and interprets an ad  
b) Consumer identifies and compare a product with the competitors product  
c) The attitude of a consumer to a newly launched brand in the market  
d) The method of distinguishing products of different companies  
Ans:- a) Consumer receives, organize, and interprets an ad

26) POP is an abbreviation of;  
a) Purchase of Product  
b) Property of Product  
c) Point of Purchase  
d) Priority of Purchase  
Ans:- c) Point of Purchase
27) A small sheet of paper carrying an advertisement message distributed by hand, often black letters printed in mono coloured paper, is an example of,  
   a) Leaflets  
   b) Handbills  
   c) Fliers  
   d) Posters  
   Ans:- b) Handbills

28) The entire target population in a market research is called,  
   a) Sample  
   b) Stratified Sample  
   c) Audience  
   d) Universe  
   Ans:- d) Universe

29) Group of people who are NOT necessarily part of a particular organization is referring to:  
   a) External publics  
   b) Internal publics  
   c) International publics  
   d) Local publics  
   Ans:- a) External publics
30) One of the processes that changes attitudes, beliefs, opinion or behavior of receivers are refer to:
   a) Attending
   b) Persuasion
   c) Perception
   d) Presenting
   Ans:- b) Persuasion

31) Identify the largest advertiser.
   a) Wal-Mart
   b) General Motors
   c) Procter & Gamble
   d) Xerox
   Ans:- c) Procter & Gamble

32) ______ define(s) the job that advertising must do in the total market program.
   a) Advertising objectives
   b) Advertising budget
   c) Advertising strategy
   d) Advertising campaigns
   Ans:- a) Advertising objectives
33) Which of the five major promotion tools includes press releases and special events?
   a) Sales promotion
   b) Personal selling
   c) Direct marketing
   d) Public relations
   Ans:- d) Public relations

34) The cost of advertising for most products is especially high during ____.
   a) Peak seasons
   b) Morning news shows
   c) Prime-time programs
   d) Late-night programming
   Ans:- c) Prime-time programs

35) ____ are goods offered either free or at low cost as an incentive to buy a product.
   a) Rebates
   b) Premiums
   c) Price packs
   d) Gimmicks
   Ans:- b) Premiums
36) Which is NOT TRUE in comparing journalism and public relations?
   a) Public relations is broader in scope
   b) Journalists are advocates for causes, while PR practitioners are objective
   c) PR uses more "channels" than journalists
   d) Objectives are different for PR practitioners; communication activity is a means to an end
   Ans: b) Journalists are advocates for causes, while PR practitioners are objective

37) The following is the functions of advertising, Except;
   a) Persuasion
   b) Perception
   c) Reminder
   d) Selling
   Ans: d) Selling

38) ________________ is used heavily when introducing a new product category.
   a) Persuasive advertising
   b) Inferential advertising
   c) Reminder advertising
   d) Informative advertising
   Ans: d) Informative advertising
39) 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) Reminder advertising

40) No matter how big the advertising budget, advertising can succeed only if
    a) are economically feasible commercials:
    b) gain attention and communicate well
    c) are acceptable on a global level
    d) are artistically pleasing
   Ans:- b) gain attention and communicate well

41) In evaluating messages for advertising, telling how the product is better than the competing brands aims at making the ad:
   a) Meaningful
   b) Distinctive
   c) Believable
   d) Remembered
   Ans:- b) Distinctive
42) ‘Merchandise allowance’ is a term for:
   a) Display materials
   b) Coupon costs
   c) Free product
   d) Postage costs
   Ans:- c) Free product

43) According to Rossiter and Percy samples can be delivered by how many different methods:
   a) 8
   b) 7
   c) 5
   d) 16
   Ans:- a) 8

44) Which of these is not a sales promotion technique?
   a) Coupon
   b) Questionnaire
   c) Bonus pack
   d) Loyalty card
   Ans:- b) Questionnaire
45) The marketing mix is also known as the _______.
a) PSI
b) P matrix
c) Tangible/intangible continuum
d) Four Ps
Ans:- d) Four Ps

46) ________ is a set of moral principles that guide actions and create a sense of responsible behavior.
a) Social responsibility
b) Ethics
c) Self-regulation
d) Self-discipline
Ans:- b) Ethics

47) Important people who influence the opinions of others are known as _________.
a) Trend setters
b) Opinion leaders
c) Opinion influencers
d) Opinion setters
Ans:- b) Opinion leaders