

Roll No.-----

Paper Code

4 5 6

(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

--	--	--	--	--	--	--	--

प्रश्नपुस्तिका सीरीज
Question Booklet Series

A

BBA (Third Semester) Examination, February/March-2022

BBA-301(N)

Advertising Management

(for Regular, Ex & B.P. Students)

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- निर्देश : —
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही— सही भरें, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
 2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमें से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा निर्धारित प्रश्नों से अधिक प्रश्नों के उत्तर दिये जाते हैं तो उसके द्वारा हल किये गये प्रथमतः यथा निर्दिष्ट प्रश्नोत्तरों का ही मूल्यांकन किया जायेगा।
 3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
 4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
 5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
 6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी प्रश्नपुस्तिका बुकलेट एवं ओ०एम०आर० शीट पृथक—पृथक उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
 7. निगेटिव मार्किंग नहीं है।

महत्वपूर्ण : — प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

Rough Work / रफ कार्य

1. Advertising is a _____ form of _____ communication.
 - (A) Paid, non- personal
 - (B) Non-paid, personal,
 - (C) Paid, personal
 - (D) Non-paid, non- personal
2. IMC stands for:
 - (A) Integrated Media Communications
 - (B) Integrated Media Conglomerates
 - (C) Integrated Marketing Communications
 - (D) Integrated Marketing Conglomerates
3. According to Oxford Dictionary, “Advertise means to present or describe a product. service or event in the media in order to _____”
 - (A) Increase sales
 - (B) Increase knowledge of customers
 - (C) Increase revenue
 - (D) Increase customer satisfaction.
4. An appeal is the _____ of an advertisement
 - (A) Theme
 - (B) Image
 - (C) Colour
 - (D) Information
5. If a company gives false message to the customers. it is known as
 - (A) Obscene ads
 - (B) Subliminal ads
 - (C) Deceptive ads
 - (D) None of these

6. _____ 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
7. _____ manage a company's brand and product line.
- (A) Brand assistants.
 - (B) Brand executives.
 - (C) Brand Managers.
 - (D) Brand associate.
8. _____ develop the verbal brand message?
- (A) Designers.
 - (B) Directors.
 - (C) Copy writers
 - (D) Creative directors
9. B2B stands for
- (A) Brand to business.
 - (B) Business to business
 - (C) Business to brand.
 - (D) Brand to brand.
10. What is B2C
- (A) Brand to consumers
 - (B) Brand to compete.
 - (C) Business to consumers.
 - (D) Brand to customers.

11. A form of advertising which is used to promote regulated products. like Cigarettes and alcohol. in the disguise of another product is known as
- (A) Advocacy advertising
 - (B) Generic advertising
 - (C) Financial advertising
 - (D) Surrogate advertising
12. Advertising Standards Council of India is
- (A) A self-regulatory voluntary organization
 - (B) A central government organization
 - (C) A Supreme court constituted organization
 - (D) None of these
13. _____ includes two visual signals of a brand – its character (e.g., Amul girl. Pillsbury doughboy) and its logo. Both are elements of brand identity
- (A) Brand attitude
 - (B) Brand Image
 - (C) Brand Symbol
 - (D) Brand Positioning
14. _____ is the process of creating a brand image that engages the heart and minds of customers.
- (A) Planning.
 - (B) Branding.
 - (C) Promoting.
 - (D) Selling.

15. _____ is the degree of attachment that customers have to a brand as expressed by repeat purchases.
- (A) Brand Community.
 - (B) Brand loyalty.
 - (C) Brand image.
 - (D) Brand identity.
16. _____ are short songs that deliver a brand story in an easy-to-hum format.
- (A) Melody.
 - (B) Rap.
 - (C) Jingles
 - (D) Jazz.
17. Which of the following is NOT an element of the promotion mix:
- (A) Advertising
 - (B) Pricing
 - (C) Public Relations
 - (D) Sales Promotion
18. Advertising is a sub-element of _____ mix.
- (A) Product
 - (B) Price
 - (C) Promotion
 - (D) Place
19. An agency that's provides specialized tailor-made services is called
- (A) Brand-alone agency
 - (B) Stand-alone agency
 - (C) Full-service agency
 - (D) None of the above.

20. Traditionally advertising is called a Tri-partite affair involving
- (A) Advertiser, Agency, Copywriter
 - (B) Advertiser, Agency, Media
 - (C) Client, Accounts manager, Media
 - (D) None of the above
21. Which of the following is an example of High involvement medium
- (A) Television
 - (B) Radio
 - (C) Hoardings
 - (D) Newspaper
22. Which of the following is also known as the hierarchy of effects model of communication.
- (A) SWOT
 - (B) BCG
 - (C) AIDA
 - (D) PESTLE
23. Dividing the market based on age, income, educational qualification, is known as
- (A) Psychographic segmentation
 - (B) Geographic segmentation
 - (C) Behavioural segmentation
 - (D) Demographic segmentation
24. DAGMAR stands for “Defining advertising goals for _____ advertising results
- (A) Marketing
 - (B) Measuring
 - (C) Mentioning
 - (D) None of the above

25. Which of the following is not an element of promotion mix
- (A) Strategic positioning
 - (B) Direct Marketing
 - (C) Personal selling
 - (D) Public relations
26. Which among the following is a Pull Strategy?
- (A) Trade promotion
 - (B) Consumer promotion
 - (C) Sales force promotion
 - (D) None of these
27. 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
28. _____ is a department within a company that is responsible for producing some or all of that company’s marketing communication.
- (A) Full-service agency.
 - (B) PR. agency.
 - (C) Marketing agency.
 - (D) In-house agency.

29. A_____ is a graphic mark. emblem or symbol commonly used by commercial enterprises, organisations and even individuals to aid and promote instant public recognition.
- (A) Logo
 - (B) Slogan
 - (C) Tag line
 - (D) None of the above
30. _____are musical messages written around a brand.
- (A) Logos
 - (B) Symbols
 - (C) Jingles
 - (D) Tag lines
31. Brand personality is a set of _____characteristics associated with the brand.
- (A) Human
 - (B) Computer
 - (C) Product
 - (D) Artificial Intelligence
32. Two established brand names of different companies using the name on the same product is called
- (A) Co branding
 - (B) Brand extension
 - (C) Mega branding
 - (D) Store branding

33. _____define the task that advertising must do with a specific target audience during a specific period of time.
- (A) Advertising strategies
 - (B) Message decisions
 - (C) Advertising campaigns
 - (D) Advertising objectives.
34. “A lot can happen over coffee”, is tagline of.
- (A) Café Coffee Day
 - (B) Starbucks
 - (C) Barista
 - (D) None of the above
35. The face-to –face interaction with prospective buyers for the objective of answering questions, procuring orders and making presentations is
- (A) Interactive marketing
 - (B) Direct marketing
 - (C) Personal selling
 - (D) Word-of mouth marketing
36. _____provides a reason to buy and ____provides an incentive to buy.
- (A) Advertising. Publicity
 - (B) Publicity, Advertising
 - (C) Sales promotion, Advertising
 - (D) Advertising, Sales promotion
37. Tie-in promotions cross-promotions and Point-of-purchase are examples of
- (A) Trade promotion
 - (B) Business and sales-force promotion
 - (C) Consumer promotion
 - (D) None of the above

38. The impact of exposures on audience awareness relies on
- (A) The frequency
 - (B) The reach
 - (C) The impact
 - (D) All of the above
39. A longer commercial that mixes entertainment along with information in a program like format is known as
- (A) Advertorial
 - (B) Infomercial
 - (C) Space feature
 - (D) Classified
40. Placement of advertisements inside or outside transportation vehicles is known as
- (A) Aerial advertising.
 - (B) Outdoor advertising
 - (C) Transit advertising
 - (D) Classifieds
41. A _____ is in charge for selecting media for advertisement assignment on behalf of their customers.
- (A) Media planner
 - (B) Media buying
 - (C) Space seller.
 - (D) Copywriter.

42. Total coverage by television and radio of a given geographic area is called
- (A) Blank coverage
 - (B) Blanket coverage
 - (C) Zero coverage
 - (D) National coverage
43. A system of broadcasting television whereby programs are first tuned in by a community antenna and then distributed to individual homes is_____.
- (A) Cable TV.
 - (B) Dial in TV
 - (C) DTH
 - (D) OTT.
44. _____are large structures located in public places which display advertisements to passing pedestrians and motorists.
- (A) Posters
 - (B) Billboards
 - (C) Display
 - (D) Classified
45. Copywriting is
- (A) A business report
 - (B) An advertising medium
 - (C) Delivering words that get people to take some action
 - (D) None of the above

46. The participation of two or more sponsors in a single broadcast program where each advertiser pays a proportionate share of the cost is called.
- (A) Sponsorship.
 - (B) Co-sponsorship.
 - (C) Commercials.
 - (D) Slot.
47. The advertising involving Letters, folders, reprints, or other material sent through the mails directly to prospective purchases is called.
- (A) Instant mail advertising.
 - (B) Retrieve mail advertising
 - (C) Spam.
 - (D) Direct mail advertising
48. _____ allows the prospect to respond directly to the advertiser rather than going through a retailer or other middlemen.
- (A) Direct advertising.
 - (B) Indirect advertising.
 - (C) Instant advertising.
 - (D) Mixed response advertising.
49. Projecting the image of the company by taking up social causes for a long-term benefit is done through.
- (A) USP
 - (B) CSR
 - (C) TRP
 - (D) DAGMAR
50. _____ provides a chance to show the features and benefits of a product/service directly to the customers who may be in a position to make an instant purchase.
- (A) Direct mail
 - (B) Community directories
 - (C) Radio
 - (D) Point of sales display

51. _____ aims to transform the perception, attitude, or actions of the prospective customer.
- (A) Message design.
 - (B) Physical design
 - (C) Transformational Advertising.
 - (D) Informational advertising.
52. _____ is commercially significant news regarding a product/service, which appears in the commercial media at no cost to the business. It is not considered to be advertising.
- (A) Publicity.
 - (B) Public relations.
 - (C) Advertising tools.
 - (D) Promotion.
53. _____ is about direct person to person selling, or voice to voice, or digital to digital communication designed to explain how products, services, or ideas fit the needs of a prospective customer.
- (A) Publicity.
 - (B) Public relations.
 - (C) Advertising tools.
 - (D) personal selling.
54. The words used in an advertisement is referred to as _____.
- (A) Data
 - (B) Artwork.
 - (C) Copy
 - (D) Text.

55. _____ is a regular program sponsored by only one advertise.
- (A) Title sponsorship.
 - (B) Franchise
 - (C) Half program.
 - (D) Full program sponsorship.
56. Times of India is a ____ while print media is _____
- (A) Media Vehicle, media class
 - (B) Media class, media vehicle
 - (C) Medium, message class
 - (D) Media class, message class
57. _____ is an advertisement in a print media.
- (A) Exertion.
 - (B) Extension.
 - (C) Integration.
 - (D) Insertion.
58. Television advertising that include a telephone numeral for ordering is an example or _____.
- (A) Direct response advertising.
 - (B) Telemarketing
 - (C) Straight mail
 - (D) Teleconference
59. In creating the communications message, what is the term functional to the process of putting the intended message or thought into symbolic form?
- (A) Developing the response.
 - (B) Eliminating the advertising Clutter or 'noise'.
 - (C) Encoding.
 - (D) Decoding.

60. The choice of a medium depends entirely on the advertiser's objectives, the creative needs, the competitive challenge and the _____
- (A) Budget available.
 - (B) Clients choice.
 - (C) Agencies choice.
 - (D) Creative plans choice.
61. Brand names and identity advertising are methods that advertisers use to persuade consumers to _____.
- (A) Reach their demographic potential.
 - (B) Satisfy subconscious motivations.
 - (C) Make distinctions among products that are actually very similar
 - (D) Perceive hidden message.
62. These are written documents that provide media planners with relevant information necessary to select and buy media suitable to the campaign.
- (A) Account Brief.
 - (B) Media Brief.
 - (C) Creative. Brief.
 - (D) Client Brief.
63. _____uses social networking sites, popular sites and industry specific portals to target audience.
- (A) Online marketing.
 - (B) Guerrilla Marketing
 - (C) Viral Marketing
 - (D) Offline Marketing

64. A decade-long 'Jaago Re' (Wake up) campaign associated with the brand _____ stirred the collective conscience of the country by taking a strong anti-corruption stance, telling consumers to be aware of their rights.
- (A) Mohini Tea
 - (B) Tata Tea
 - (C) Red Label
 - (D) None of the above
65. The plane that shows time, date and frequency of an advertisement is
- (A) Media plan
 - (B) Media schedule
 - (C) Media time
 - (D) Media space
66. _____ firms advise companies about public opinion and have to manage their relationship with various stakeholders
- (A) Marketing
 - (B) Advertising.
 - (C) PR.
 - (D) Creative
67. The term used to describe various tasks undertaken before the principal photography for a TVC begins is called
- (A) Post production
 - (B) Storyboarding
 - (C) Location planning
 - (D) Pre-production

68. Which of the following is not part of a TVC pre-production activities
- (A) Props selection
 - (B) Locking the script
 - (C) Scheduling production
 - (D) Editing
69. The phase in the production process in which it is no longer financially viable to cancel the project is also referred to as
- (A) Point of no return
 - (B) Point of purchase
 - (C) Break-even point
 - (D) None of the above
70. Which of the following is not related to advertising research
- (A) Copy testing
 - (B) Pre- testing
 - (C) Post - testing
 - (D) Voting – intention
71. To assess if an advertisement has achieved its objectives, which of the following will be used,
- (A) Environmental Scanning.
 - (B) Post- testing
 - (C) Pre - testing
 - (D) Secondary data research
72. Data collected on field is called
- (A) Secondary data
 - (B) Primary data
 - (C) Internal data
 - (D) External data

73. Every media plan begins with the _____
- (A) Media objective
 - (B) Market analysis
 - (C) Media mix
 - (D) Media strategy
74. Which of the following refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.
- (A) Frequency
 - (B) Reach
 - (C) Continuity
 - (D) CPM
75. _____ Covers two broad decisions: selection of media class, and selection of media vehicle within media class.
- (A) Media mix
 - (B) Media strategy
 - (C) Media objective
 - (D) Media selection
76. Media Buying refers to buying _____ in the selected media.
- (A) Slot
 - (B) Space
 - (C) Vehicle
 - (D) Time and space
77. What is ABC?
- (A) American business circle
 - (B) American business corporation
 - (C) Audit Bureau of Circulation
 - (D) Advertising broadcasting company

78. _____ refers to the number of people that will be exposed to a media vehicle at least once during a given period of time.
- (A) Frequency
 - (B) Reach
 - (C) CPM
 - (D) CPP
79. DAGMAR stands for
- (A) Defining advertising goals for measured advertising results
 - (B) Defining advertising goals for measuring and achieving results
 - (C) Delivering advertising goals for measured advertising results
 - (D) Developing advertising goals for mixed advertising responses
80. TRP stands for
- (A) Television and Radio points
 - (B) Television Rating points
 - (C) Telecom Rating points
 - (D) Television and Radio Production
81. Advertising is an element of
- (A) Product mix
 - (B) Pricing mix
 - (C) Place mix
 - (D) Promotion mix
82. “Har ghar kuchh kehta hai” is a tagline of
- (A) Nerolac Paints
 - (B) JK Cements
 - (C) Somani Tiles
 - (D) Asian Paints

83. “Be 100% sure” is the tagline of
- (A) Dettol
 - (B) Savlon
 - (C) Band-aid
 - (D) Handyplast
84. Which department, functions as the link between the ad agency and its clients.
- (A) Account service
 - (B) Finance
 - (C) Media
 - (D) Sales
85. _____ advertising is designed to cultivate goodwill and prestige of the or organization.
- (A) Selective
 - (B) Institutional
 - (C) Competitive
 - (D) Advocacy
86. Which Indian state advertises itself to attract tourists with the tagline. “God’s own country”
- (A) Uttarakhand
 - (B) Uttar Pradesh
 - (C) Kerala
 - (D) Himachal Pradesh
87. Which of the following is a micro-blogging network
- (A) Facebook
 - (B) Twitter
 - (C) LinkedIn
 - (D) WhatsApp
88. In the field of digital marketing SEO stands for
- (A) Senior Executive Officer
 - (B) Search Engine Optimization
 - (C) Senior Encoding Officer
 - (D) Search Ending Option

89. Online content that uses sensationalized headlines and text descriptions to tempt a person into clicking to view the original web article at the source publication is known as
- (A) Deceptive advertising
 - (B) SEM
 - (C) Click bait
 - (D) Target advertising
90. _____ means the use of superlatives like finest, best etc. in the ads.
- (A) Deception
 - (B) Puffery
 - (C) Testimonial
 - (D) Stereotype
91. In _____ method. the amount for advertising is decided on the basis of sales.
- (A) Objective and Task
 - (B) Competitive Parity
 - (C) Affordable or fund available
 - (D) Percentage of Sales
92. CPM denotes
- (A) Cost per million
 - (B) Cost per month
 - (C) Cost per thousand
 - (D) Cost per hundred
93. PPC stands for
- (A) Pre-payment cost
 - (B) Pay per consumer
 - (C) Previous production cost
 - (D) Pay per click
94. The location a display ad will be shown is known as
- (A) Ad placement
 - (B) Bill board
 - (C) Ad planning
 - (D) None of the above

95. _____ advertisement is a small, graphic link placed on a web page
- (A) Button
 - (B) E-mail
 - (C) Banner
 - (D) Website
96. Which kind of advertising involves Hoardings, Kiosks, Events and Tradeshow
- (A) Print advertising
 - (B) Outdoor advertising
 - (C) Public service advertising
 - (D) Covert advertising
97. Which of the following is NOT a requirement for setting advertising objectives
- (A) Objectives must specify the amount of change.
 - (B) Objectives must be stated in terms of profits.
 - (C) Objectives must be realistic
 - (D) Objective must be internally consistent
98. A good copy testing system needs to provide measurements that are-
- (A) Relevant to the advertising objectives
 - (B) Relevant to the advertising budget
 - (C) Relevant to the advertising media
 - (D) Relevant to the advertising script
99. A company that sets its advertising budget by following its major competitor and adding an additional 10 percent is using the -
- (A) Percentage-of sales method
 - (B) Objective- and – task method
 - (C) Competitive parity method
 - (D) Affordability method
100. A question such as “What ads do you remember seeing yesterday?” is an example of
- (A) Aided recall test
 - (B) Unaided recall test
 - (C) Inquiry test
 - (D) Attitude test

DO NOT OPEN THE QUESTION BOOKLET UNTIL ASKED TO DO SO

1. Examinee should enter his / her roll number, subject and Question Booklet Series correctly in the O.M.R. sheet, the examinee will be responsible for the error he / she has made.
2. **This Question Booklet contains 100 questions, out of which only 75 Question are to be Answered by the examinee. Every question has 4 options and only one of them is correct. The answer which seems correct to you, darken that option number in your Answer Booklet (O.M.R ANSWER SHEET) completely with black or blue ball point pen. If any examinee will mark more than one answer of a particular question, then the first most option will be considered valid.**
3. Every question has same marks. Every question you attempt correctly, marks will be given according to that.
4. Every answer should be marked only on Answer Booklet (O.M.R ANSWER SHEET). Answer marked anywhere else other than the determined place will not be considered valid.
5. Please read all the instructions carefully before attempting anything on Answer Booklet (O.M.R ANSWER SHEET).
6. After completion of examination please hand over the Answer Booklet (O.M.R ANSWER SHEET) to the Examiner before leaving the examination room.
7. There is no negative marking.

Note: On opening the question booklet, first check that all the pages of the question booklet are printed properly in case there is an issue please ask the examiner to change the booklet of same series and get another one.