

Roll No.-----

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(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज
Question Booklet Series

D

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 भरे, 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. _____ 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
2. 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
3. _____ 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.
4. 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
5. 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.

6. 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
7. _____ are large structures located in public places which display advertisements to passing pedestrians and motorists.
- (A) Posters
 - (B) Billboards
 - (C) Display
 - (D) Classified
8. 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.
9. 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

10. 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.
11. Placement of advertisements inside or outside transportation vehicles is known as
- (A) Aerial advertising.
 - (B) Outdoor advertising
 - (C) Transit advertising
 - (D) Classifieds
12. 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
13. The impact of exposures on audience awareness relies on
- (A) The frequency
 - (B) The reach
 - (C) The impact
 - (D) All of the above

14. 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
15. _____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
16. 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
17. “A lot can happen over coffee”, is tagline of.
- (A) Café Coffee Day
 - (B) Starbucks
 - (C) Barista
 - (D) None of the above
18. _____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.

19. 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
20. Brand personality is a set of _____ characteristics associated with the brand.
- (A) Human
 - (B) Computer
 - (C) Product
 - (D) Artificial Intelligence
21. _____ are musical messages written around a brand.
- (A) Logos
 - (B) Symbols
 - (C) Jingles
 - (D) Tag lines
22. 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

23. _____ 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.
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
25. Which among the following is a Pull Strategy?
- (A) Trade promotion
 - (B) Consumer promotion
 - (C) Sales force promotion
 - (D) None of these
26. Which of the following is not an element of promotion mix
- (A) Strategic positioning
 - (B) Direct Marketing
 - (C) Personal selling
 - (D) Public relations

27. DAGMAR stands for “Defining advertising goals for _____ advertising results
- (A) Marketing
 - (B) Measuring
 - (C) Mentioning
 - (D) None of the above
28. Dividing the market based on age, income, educational qualification, is known as
- (A) Psychographic segmentation
 - (B) Geographic segmentation
 - (C) Behavioural segmentation
 - (D) Demographic segmentation
29. Which of the following is also known as the hierarchy of effects model of communication.
- (A) SWOT
 - (B) BCG
 - (C) AIDA
 - (D) PESTLE
30. Which of the following is an example of High involvement medium
- (A) Television
 - (B) Radio
 - (C) Hoardings
 - (D) Newspaper
31. 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

32. 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.
33. Advertising is a sub-element of ____ mix.
- (A) Product
 - (B) Price
 - (C) Promotion
 - (D) Place
34. Which of the following is NOT an element of the promotion mix:
- (A) Advertising
 - (B) Pricing
 - (C) Public Relations
 - (D) Sales Promotion
35. _____are short songs that deliver a brand story in an easy-to-hum format.
- (A) Melody.
 - (B) Rap.
 - (C) Jingles
 - (D) Jazz.
36. _____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.

37. _____ is the process of creating a brand image that engages the heart and minds of customers.
- (A) Planning.
 - (B) Branding.
 - (C) Promoting.
 - (D) Selling.
38. _____ 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
39. 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
40. 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

41. What is B2C
- (A) Brand to consumers
 - (B) Brand to compete.
 - (C) Business to consumers.
 - (D) Brand to customers.
42. B2B stands for
- (A) Brand to business.
 - (B) Business to business
 - (C) Business to brand.
 - (D) Brand to brand.
43. _____develop the verbal brand message?
- (A) Designers.
 - (B) Directors.
 - (C) Copy writers
 - (D) Creative directors
44. _____manage a company's brand and product line.
- (A) Brand assistants.
 - (B) Brand executives.
 - (C) Brand Managers.
 - (D) Brand associate.
45. _____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

46. 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
47. An appeal is the ____ of an advertisement
- (A) Theme
 - (B) Image
 - (C) Colour
 - (D) Information
48. 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.
49. IMC stands for:
- (A) Integrated Media Communications
 - (B) Integrated Media Conglomerates
 - (C) Integrated Marketing Communications
 - (D) Integrated Marketing Conglomerates
50. Advertising is a _____ form of _____ communication.
- (A) Paid, non- personal
 - (B) Non-paid, personal,
 - (C) Paid, personal
 - (D) Non-paid, non- personal

51. 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
52. 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
53. 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
54. 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
55. Which kind of advertising involves Hoardings, Kiosks, Events and Tradeshow
- (A) Print advertising
 - (B) Outdoor advertising
 - (C) Public service advertising
 - (D) Covert advertising
56. _____advertisement is a small, graphic link placed on a web page
- (A) Button
 - (B) E-mail
 - (C) Banner
 - (D) Website

57. 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
58. PPC stands for
- (A) Pre-payment cost
 - (B) Pay per consumer
 - (C) Previous production cost
 - (D) Pay per click
59. CPM denotes
- (A) Cost per million
 - (B) Cost per month
 - (C) Cost per thousand
 - (D) Cost per hundred
60. 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
61. _____ means the use of superlatives like finest, best etc. in the ads.
- (A) Deception
 - (B) Puffery
 - (C) Testimonial
 - (D) Stereotype
62. 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

63. 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
64. Which of the following is a micro-blogging network
- (A) Facebook
 - (B) Twitter
 - (C) LinkedIn
 - (D) WhatsApp
65. 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
66. _____ advertising is designed to cultivate goodwill and prestige of the or organization.
- (A) Selective
 - (B) Institutional
 - (C) Competitive
 - (D) Advocacy
67. Which department, functions as the link between the ad agency and its clients.
- (A) Account service
 - (B) Finance
 - (C) Media
 - (D) Sales
68. “Be 100% sure” is the tagline of
- (A) Dettol
 - (B) Savlon
 - (C) Band-aid
 - (D) Handyplast

69. “Har ghar kuchh kehta hai” is a tagline of
- (A) Nerolac Paints
 - (B) JK Cements
 - (C) Somani Tiles
 - (D) Asian Paints
70. Advertising is an element of
- (A) Product mix
 - (B) Pricing mix
 - (C) Place mix
 - (D) Promotion mix
71. TRP stands for
- (A) Television and Radio points
 - (B) Television Rating points
 - (C) Telecom Rating points
 - (D) Television and Radio Production
72. 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
73. _____ 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

74. What is ABC?
- (A) American business circle
 - (B) American business corporation
 - (C) Audit Bureau of Circulation
 - (D) Advertising broadcasting company
75. Media Buying refers to buying _____ in the selected media.
- (A) Slot
 - (B) Space
 - (C) Vehicle
 - (D) Time and space
76. _____ 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
77. 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
78. Every media plan begins with the _____
- (A) Media objective
 - (B) Market analysis
 - (C) Media mix
 - (D) Media strategy

79. Data collected on field is called
- (A) Secondary data
 - (B) Primary data
 - (C) Internal data
 - (D) External data
80. 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
81. Which of the following is not related to advertising research
- (A) Copy testing
 - (B) Pre- testing
 - (C) Post - testing
 - (D) Voting – intention
82. 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
83. 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

84. 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
85. _____ firms advise companies about public opinion and has to manage their relationship with various stakeholders
- (A) Marketing
 - (B) Advertising.
 - (C) PR.
 - (D) Creative
86. The plane that show time, date and frequency of an advertisement is
- (A) Media plan
 - (B) Media schedule
 - (C) Media time
 - (D) Media space
87. 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

88. _____ 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
89. 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.
90. 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.
91. 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.

92. 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.
93. Television advertising that include a telephone numeral for ordering is an example or_____.
- (A) Direct response advertising.
 - (B) Telemarketing
 - (C) Straight mail
 - (D) Teleconference
94. _____ is an advertisement in a print media.
- (A) Exertion.
 - (B) Extension.
 - (C) Integration.
 - (D) Insertion.
95. 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
96. _____ is a regular program sponsored by only one advertise.
- (A) Title sponsorship.
 - (B) Franchise
 - (C) Half program.
 - (D) Full program sponsorship.

97. The words used in an advertisement is referred to as_____.
- (A) Data
 - (B) Artwork.
 - (C) Copy
 - (D) Text.
98. _____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.
99. _____ 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.
100. _____aims to transform the perception. attitude, or actions of the prospective customer.
- (A) Message design.
 - (B) Physical design
 - (C) Transformational Advertising.
 - (D) Informational advertising.

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