



DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

(Approved by AICTE and Affiliated with GGSIP University for B.Com (H), BBA, MBA & MBA (FM) Programmes)

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MOCK MCQ TEST

SUBJECT: ADVERTISING & BRAND MGT

PAPER CODE: BCOM 317



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MULTIPLE CHOICE

QUESTIONS Subject: Advertising & Brand

Management

Paper Code: BCOM 317

1. Advertising is a major promotion mix ingredient that is a
 - A. Paid form of personal communication.
 - B. Paid form of non-personal communication.
 - C. Non-paid form of personal communication.
 - D. Non-paid form of non-personal communication.

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2. A Bank airs a series of radio ads that claim "We are the listening bank." This campaign would be best described as _____ advertising.
 - A. Pioneer
 - B. Target
 - C. Product _____
 - D. Institutional
3. Advertising that promotes organizational image, ideas, and political issues is _____ advertising.
 - A. Defensive
 - B. Product
 - C. Competitive
 - D. Institutional
4. Advertising directed to distributors, retailers, wholesalers etc is known as:
 - A. Trade Advertising
 - B. Professional Advertising
 - C. Industrial Advertising
 - D. Consumer Advertising
5. Brand awareness is important because
 - A. In low-involvement contexts, brand choice may be based on brand awareness.
 - B. In order for a brand to be chosen, it has to be in the consumer's consideration set.
 - C. Brand awareness is a prerequisite for the formation of other brand associations.



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D. all of the above

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6. One rule of thumb in advertising is "you can only say so much, so say it well." This suggests an implicit recognition of the:
 - A. Limited capacity of the cognitive system.
 - B. Notion that much of our cognitive processing is unconscious.
 - C. The hierarchical structure of human memory.
 - D. Automatic nature of most cognitive processing.

7. Companies must consider several factors in developing their communications mix: type of product market, consumer readiness to make a purchase, and the stage in the _____.
 - A. Product life cycle
 - B. Marketing mix
 - C. Advertising mix
 - D. Buying process

8. People in the marketing department are having difficulty estimating the level of effort needed to achieve advertising goals. This problem is characteristic of the _____ approach to advertising appropriation.
 - A. Reliable- appropriation
 - B. Match-competition
 - C. Arbitrary
 - D. Objective-and-task

9. The final stage in the development of an advertising campaign is
 - A. Creating the advertising platform
 - B. Developing the media plan.
 - C. Creating the advertising message.
 - D. Evaluating the effectiveness of advertising.

10. Which of the following is an example of a marketing objective?
 - A. to have press releases run in 80 percent of all of the magazines devoted to sports during the summer quarter
 - B. to develop a new advertising campaign for soy-based ice cream by the end of April
 - C. to increase share of the video game market by 3 percent by Dec. 31
 - D. to develop a tie-in with the newest movie in the Ring Trilogy

11. Creative work in an advertising campaign cannot be completed without knowing which message channel will be used to convey the message to the target market. The message channel is the:
 - A. Medium
 - B. Broadcast
 - C. Attribute
 - D. Appeal



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12. _____ is the series of decisions advertisers make regarding the selection and use of media that will optimally and cost-effectively communicate the message to the target audience.
- A. Promotional implementation
 - B. Marketing mix planning
 - C. Media planning
 - D. Media reach and frequency strategy
13. One of the main advantages of _____ advertising is its extreme market selectivity.
- A. Television
 - B. Newspaper
 - C. Magazine
 - D. Radio
14. Direct-response advertising in the form of a 30-minute advertisement that resembles a TV talk show is called a(n):
- A. Infomercial
 - B. Extended sales pitch
 - C. mega-mercial
 - D. Ad expander
15. Which of the following is NOT identified in the text as a factor that influences media selection?
- A. Audience selectivity
 - B. Cost per contact
 - C. Use of cooperative advertising
 - D. Media selectivity
16. The manufacturer of Furry's Ferret Food estimates the product's new advertising campaign will reach 550,000 people and will cost \$800,000 if the company uses radio and newspaper and \$1.25 million if it uses television. The company's decision seems to rest on:
- A. Flexibility
 - B. Cost per contact
 - C. Noise level
 - D. Life span
17. _____ includes all that is linked up in memory about the brand. It could be specific to attributes, features, benefits or looks of brand.
- A. Brand attitude
 - B. Brand Associations
 - C. Brand relationship
 - D. Brand image
18. _____ includes two visual signals of a brand – its character (e.g. Amul)



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girl, Pillsbury doughboy) and its logo. Both are elements of brand identity.

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- A. Brand attitude
 - B. Brand Image
 - C. Brand Symbol
 - D. Brand Positioning
19. A marketer needs to understand that some 'general traits' of a brand name are _____
- A. Easy to recognize
 - B. Easy to pronounce
 - C. Easy to memorize or recall
 - D. All of the above
20. Brand management came into being for which of the following reasons:
- A. Companies wanted to achieve scale economies.
 - B. It supplemented financial management practices
 - C. It suited production and operations personnel
 - D. Companies wanted to differentiate their products and highlight distinctions in a competitive environment.
21. Close up, Doordarshan, Frooti, Babool, Fair and Lovely, Band-aid and Ujala are the examples of _____
- A. Descriptive Brand Name
 - B. Suggestive brand name
 - C. Free Standing brand name
 - D. None of the above
22. Continuously renewing the difference makes your product _____.
- A. Look superior
 - B. Highly unacceptable
 - C. Not conforming with market standards of evolving changes
 - D. Conforming to the changing behavior and beliefs of customers
23. The most important factor in brand management is to ensure that your _____ must be matching with consumers' perceptions.
- A. Brand pinnacle
 - B. Brand's persona
 - C. Brand associations
 - D. Brand value
24. To have value, a brand must offer which one of the following?
- A. A simple product range with a defined set of features
 - B. A complex product range with a defined set of features
 - C. Consistency, a reduced level of perceived risk for the buyer, and a range of functional and emotional attributes which are of value to buyers
 - D. An identity through which the customer can trace the party responsible for



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supplying the product

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25. For communication to be effective it should be:
- A. Repetitive
 - B. Reinforcing
 - C. Both of the given options
 - D. None of the given options
26. Brand identity is followed by _____, which is a reflection of what marketers planned to send to the public.
- A. Brand value
 - B. Brand image
 - C. Advertising
 - D. Brand personality
27. Introduction of more brands and extensions leads to _____ with no new benefits to consumers.
- A. Higher cost
 - B. Greater revenue
 - C. Brand proliferation
 - D. Increased competition
28. The _____ relates to unique benefits that a brand offers to its customers.
- A. Entire positioning
 - B. Point of difference
 - C. Definition of business
 - D. Innovation
29. When the same brand name holds several products in different markets, it is known as the
- A. Umbrella brand
 - B. Source brand
 - C. Multi-brand
 - D. Range brand
30. Which one of the following forms of asset the brand has _____?
- A. Tangible assets
 - B. Intangible assets
 - C. Current assets
 - D. Fixed assets
31. The functional risk of brand is related to _____.
- A. Price
 - B. Performance
 - C. Social image
 - D. Our self concept



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32. The process of establishing and maintaining a distinctive place in the market for an

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- organization or its specific product offers is known as _____.
- A. Profiling
 - B. Profiling Segmentation
 - C. Segmentation
 - D. Positioning
33. _____ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?
- A. Customer loyalty
 - B. Brand loyalty
 - C. Product loyalty
 - D. Company loyalty
34. Developing ___ involves a series of decisions for planning, creating, delivering, and evaluating an advertising effort
- A. Marketing plan
 - B. Advertising message
 - C. Advertising campaigns
 - D. None of these
35. ___ are the wordsmiths who do the wording of an advertisement
- A. Creative director
 - B. Accounts Executive
 - C. Copychief
 - D. Copywriters
36. Expand DAGMAR.
- A. Defining Advertising Goals for Measured Advertising Results
 - B. Developing Advertising Goals for Measuring Advertising Results
 - C. Defining Agency Goals for Measured Advertising Results
 - D. Defining Advertising Goals for Marketing & Advertising Results
37. ___ is a long-term tool and often not even designed to increase sales immediately.
- A. Promotions
 - B. Marketing Mix
 - C. Advertising
 - D. Both & C
38. The ___ is considered to be the most important part of a print copy that is supposed to convey the main message in an advertisement
- A. Copy
 - B. Pictures
 - C. Jingle
 - D. Headline



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39. Which type of advertising aims at selling capital goods, B-to-B, and intermediary

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- industrial products?
- A. Corporate advertising
 - B. Industrial advertising
 - C. Financial advertising
 - D. Specialty Advertising
40. ___ is essentially a science and an art that helps determine the most effective manner of spending the marketer's money across media
- A. Flight Scheduling
 - B. Continuity Scheduling
 - C. Market Research
 - D. Media Planning
41. Who among the following is responsible to keep updates with media trends, obtain media costs, discover market trends and understand the motivations of consumers?
- A. Client Service executive
 - B. Media Planner
 - C. Media Buyer
 - D. Advertising Agency
42. The All- you- can- afford method is used in which of the below?
- A. Market Research
 - B. Budgeting
 - C. Media Planning
 - D. Media Buying
43. Misleading advertisements are covered by the ___ Protection Act of 1986.
- A. Company
 - B. Customer
 - C. Agency
 - D. None of these
44. Misleading Advertising, Unethical Product Endorsements, Stereotyping are some of the advertising ___.
- A. Strategies
 - B. Malpractices
 - C. Practices
 - D. Drawbacks
45. Products with little or more differentiation can call for ___ advertising.
- A. Low
 - B. Heavy
 - C. Minimum
 - D. Maximum



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46. ____ is the watchdog organization that lays down ethical standards for the advertising

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- industry.
- A. IRDA
 - B. ASCI
 - C. DMA
 - D. TRAI
47. Which of the following Acts refers to the safety and interest of consumers directly?
- A. MRTP Act
 - B. RTI Act
 - C. IPR Act
 - D. Consumer Protection Act, 1986
48. The fundamental objective of media with reference to advertising is to deliver the right message to the right ____ at the right time.
- A. Client
 - B. Person
 - C. Place
 - D. Medium
49. The number of copies sold or distributed by a newspaper or magazine is termed as
- A. Readership
 - B. Circulation
 - C. Frequency
 - D. Reach
50. What is the term used to denote the number of times a particular advertisement reaches the same person or family.
- A. Frequency
 - B. Reach
 - C. Relatedness
 - D. Gross impression
51. The following is not a function of advertising-
- A. Information
 - B. Brand image Building
 - C. Persuasion
 - D. Pricing
52. The last step in the process followed under the AIDA model is?
- A. Intention
 - B. Attention
 - C. Desire
 - D. None of the above
53. Brand switching is one of the objectives of?



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A. Management

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- B. Marketing
 - C. Advertising
 - D. Publicity
54. The client of an advertising agency is called?
- A. Customer
 - B. Major
 - C. Corporate
 - D. Account
55. Which media has the highest value of reach in the Indian context?
- A. TV
 - B. Newspaper
 - C. Radio
 - D. Magazines
56. Reach refers to the percentage of?
- A. Customers in a targeted market
 - B. The population that advertisers consider
 - C. Customers in the targeted market who are exposed to an advertising campaign
 - D. Customers contacted (in person) in an advertising campaign
57. Who is responsible for the overall output, viz production, quality, manufacturing, etc. of an advertisement?
- A. Copywriter
 - B. Artist
 - C. Cameraman
 - D. Creative Director
58. Which one of the following is not a media-related term.
- A. Reach
 - B. Frequency
 - C. Depth
 - D. Footprint
59. An effective advertising campaign:
- A. Revolves around a strong single idea
 - B. Should appeal to self interest of customer
 - C. Must not wander off
 - D. All of the given options
60. The term "story board" is specifically related to:
- A. TV commercial
 - B. Newspaper Editorial
 - C. Magazine ad



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D. Press release

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ANSWER KEY

1	B	11	A	21	A	31	B	41	B	51	D
2	D	12	C	22	D	32	D	42	B	52	D
3	D	13	C	23	D	33	A	43	B	53	C
4	A	14	A	24	C	34	C	44	B	54	D
5	A	15	C	25	C	35	D	45	B	55	A
6	A	16	B	26	C	36	A	46	B	56	C
7	A	17	B	27	C	37	C	47	D	57	D
8	D	18	C	28	B	38	D	48	B	58	C
9	D	19	D	29	A	39	B	49	B	59	D
10	C	20	D	30	B	40	D	50	A	60	A