

To get the More entertain and  
Study related e-mail  
Kindly visit and Join the group.  
VU And COMPANY.

Muhammad Soban

0333-7637637

MC090410137 : Muhammad Soban Badar

Time Left 89  
sec(s)

Quiz Start Time: 06:49 PM

Question # 1 of 15 ( Start time: 06:49:07 PM )

Total Marks: 1

Which one of the following element putts different pieces of information together in creative process?

▶ Select correct option:

- ☐ Orientation
- ☐ Ideation
- ☐ Incubation
- ☒ Synthesis



Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left 88  
sec(s)

Quiz Start Time: 06:49 PM

Question # 2 of 15 ( Start time: 06:50:20 PM )

Total Marks: 1

Which one of the following promotional technique represents "Below the line media" promotion?

▶ Select correct option:

- ☐ TV
- ☐ Radio
- ☐ Cinema
- ☒ Direct mail



Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left 88  
sec(s)

Quiz Start Time: 06:49 PM

Question # 3 of 15 ( Start time: 06:51:49 PM )

Total Marks: 1

RACE strategy is one of the oldest problem-solving techniques and it was proposed by:

▶ Select correct option:

- ☐ Kleppner
- ☐ Johan Martson
- ☒ Jerry Hendrix
- ☐ E.K. Strong



Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left

89  
sec(s)



Quiz Start Time: 06:49 PM

Question # 4 of 15 ( Start time: 06:53:24 PM )

Total Marks: 1

The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacturer's products in some way is called:

▶ Select correct option:

- ☐ Discount
- ✓
- ☐ Allowance
- ☐ Premium
- ☐ Rebate



Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left

77  
sec(s)



Quiz Start Time: 06:49 PM

Question # 5 of 15 ( Start time: 06:55:02 PM )

Total Marks: 1

Which one of the following problem solving techniques is considered old one?

▶ Select correct option:

- ☐ RACE
- ☒ ROPE

☐

RIPE

☐

RISK

[Click here to Save Answer & Move to Next Question](#)

MC090410137 : Muhammad Soban Badar

Time Left
89
sec(s)

Quiz Start Time: 06:49 PM

Question # 6 of 15 ( Start time: 06:55:32 PM )
Total Marks: 1

Which one of the following components gives Vague & diffused message about product?

Select correct option:

☐

Focused

☐

Utilitarian

☒

Non specific

☐

Service scheme

[Click here to Save Answer & Move to Next Question](#)

MC090410137 : Muhammad Soban Badar

Time Left
89
sec(s)

Quiz Start Time: 06:49 PM

Question # 7 of 15 ( Start time: 06:56:06 PM )
Total Marks: 1

After watching the 30-minute infomercial on surf excel, Sana was certain that cleaning product would remove the grape juice stain from her white shirt. In terms of the communication process, Sana had engaged in which of the following position?


Select correct option:

☐ Receiving

☒ Encoding

☐ Decoding

☐ Messaging

 [Click here to Save Answer & Move to Next Question](#)

MC090410137 : Muhammad Soban Badar

Time Left 89 sec(s)

Quiz Start Time: 06:49 PM

Question # 8 of 15 ( Start time: 06:57:21 PM )

Total Marks: 1

Five stages in the product life cycle can be identified. Which of the following is NOT a generally accepted stage?

 Select correct option:

☐ Introduction

☒ Peak

☐ Growth

☐ Maturity

 [Click here to Save Answer & Move to Next Question](#)

MC090410137 : Muhammad Soban Badar

Time Left 56

sec(s)

Quiz Start Time: 06:49 PM

Question # 9 of 15 ( Start time: 06:58:19 PM )

Total Marks: 1

When 1st newspaper ad, seeking buyer for an Oyster Bay was published?

▶ Select correct option:

- ☐ 1706
- ☐ 1708
- ☐ 1712
- ☒ 1704

▶ Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left 88 sec(s)

Quiz Start Time: 06:49 PM

Question # 10 of 15 ( Start time: 06:59:04 PM )

Total Marks: 1

The difference between actual and desired state is known as:

▶ Select correct option:

- ☒ Demand
- ☐ Want
- ☐ Need

☐ Interest

 Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left 89 sec(s)

Quiz Start Time: 06:49 PM

Question # 11 of 15 ( Start time: 07:00:35 PM )

Total Marks: 1

Which of the following is NOT the part of an organization's micro-environment?

 Select correct option:

- ☐ Customers
- ☐ Suppliers
- ☐ Competitors
- ☒ Government legislation



Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left 89 sec(s)

Quiz Start Time: 06:49 PM

Question # 12 of 15 ( Start time: 07:01:24 PM )

Total Marks: 1

In US presidential election 2008, both candidates Barak Obama and John Mackin have spent more then \$ 28million for advertising their election campaign. Which one of the following benefits they are getting from this huge spending?

 Select correct option:

- ☐ Economic

☐ Social

☒ Political

☐ Cultural

Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left 88  
sec(s)

Quiz Start Time: 06:49 PM

Question # 13 of 15 ( Start time: 07:01:43 PM )

Total Marks: 1

Which one of the following is the primary objective of a product in marketing process?

▶ Select correct option:

☐ Convenience

☐ Communication

☒ Customer solution

☐ Customer cost

▶ Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left 86  
sec(s)

Quiz Start Time: 06:49 PM

Question # 14 of 15 ( Start time: 07:03:17 PM )

Total Marks: 1



Which one of the following major benefit advertising is providing to the society?

▶ Select correct option:

- ☐ Providing information about a new product
- ✓ ☐ Using latest media
- ☐ Using latest technology
- ☐ Using celebrities in the advertisements



Click here to Save Answer & Move to Next Question

MC090410137 : Muhammad Soban Badar

Time Left 87  
sec(s)

Quiz Start Time: 06:49 PM

Question # 15 of 15 ( **Start time: 07:03:37 PM** )

Total Marks: 1

An appeal that relates social issues such as family planning, environment protection and donation, is known as

▶ Select correct option:

- ☐ Rational appeal
- ✓ ☐ Moral appeal
- ☐ Entertaining appeal
- ☐ Emotional appeal



Click here to Save Answer & Move to Next Question

To get the More entertain and

Study related e-mail

Kindly visit and Join the group.

VU And COMPANY.

Muhammad Soban

0333-7637637