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Muhammad Soban

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1. Which one of the following refers to number of times the audience is exposed to an advertisement message?

Select correct option:

Reach

Frequency

Scheduling

Coverage

2. When a famous beverage brand was registered as a trade mark?

Select correct option:

1892

1895

1898

1893

3. Question # 3 of 15 ( Start time: 07:35:39 PM ) Total Marks: 1

A message in form of news story about an organization, its product, or both that is transmitted through a mass medium at no charge is known as:

Select correct option:

Advertising

Publicity

Sales promotion

Public Relations

4. Question # 4 of 15 ( Start time: 07:37:05 PM ) Total Marks: 1

Which one of the following types of advertising promotes products, services or ideas with the expectation of making a profit?

Select correct option:

Product advertising

Commercial advertising

Non-commercial advertising

Action advertising

5. Question # 5 of 15 ( Start time: 07:38:34 PM ) Total Marks: 1

In which of the following types of advertising, advertiser advertise their products by sending catalogs, sales letters and sales letters with brochures to their customers?

Select correct option:

Direct response advertising

Public service advertising

Business to business advertising

Political advertising

6. Question # 6 of 15 ( Start time: 07:39:45 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

7. Question # 7 of 15 ( Start time: 07:40:34 PM ) Total Marks: 1

The difference between actual and desired state is known as:

Select correct option:

Demand

Want

Need

Interest

8. Question # 8 of 15 ( Start time: 07:41:10 PM ) Total Marks: 1

When 'Internet' was used as a new medium for advertisement?

Select correct option:

1991

1992

1993

1990

9. Question # 9 of 15 ( Start time: 07:42:02 PM ) Total Marks: 1

In US presidential election 2008, both candidates Barak Obama and John McCain have spent more than \$ 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

10. Question # 10 of 15 ( Start time: 07:42:48 PM ) Total Marks: 1

AIDA stands for awareness, \_\_\_\_\_, desire, \_\_\_\_\_.

Select correct option:

**Interest and action**

Intensity and Appeal

Involvement and Action

Involvement and Appeal

11. Question # 11 of 15 ( Start time: 07:43:23 PM ) Total Marks: 1

All of the following are the major stages of Marketing process EXCEPT:

Select correct option:

Market environment analysis

Target market & positioning process

**Analysis of company's annual report**

Marketing mix decision

12. Question # 12 of 15 ( Start time: 07:44:11 PM ) Total Marks: 1

Which one of the following tools is NOT used to decide 'Advertising Reach'?

Select correct option:

Gross Rating Point (GRP)

Program Rating (PR)

Targeting Rating Point (TRP)

**Competitive Parity Rating (CPR)**

13. Question # 13 of 15 ( Start time: 07:45:19 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

14. Question # 14 of 15 ( Start time: 07:46:41 PM ) Total Marks: 1

Which one of the following is NOT a synonym of Target Audience?

Select correct option:

Focus group

Target customer

Disbeliever customers

Target market

15. Question # 15 of 15 ( Start time: 07:48:04 PM ) Total Marks: 1

Which kind of advertisement it will be if it is sponsored by a non profit institution?

Select correct option:

Institutional advertising

Corporate advertising

Commercial advertising

Non commercial advertising

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- Question # 1 of 15 ( Start time: 07:55:04 PM ) Total Marks: 1

In which one of the following components, agency analyzes whether message content & presentation will perform as desired or what changes may be required?

Select correct option:

Copy research

Media research

Market research

- Advertising can be used to sell:

Select correct option:

Product

Services

Idea

All of these

- Question # 3 of 15 ( Start time: 07:57:03 PM ) Total Marks: 1

When a famous beverage brand was registered as a trade mark?

Select correct option:

1892

1895

1898

1893

- Question # 4 of 15 ( Start time: 07:57:28 PM ) Total Marks: 1

What is the task of a copywriter?

Select correct option:

Writing ads for different media

Evaluate marketing date

Editing and re writing copy

All of these

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