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Question No: 1

In which of the following years, the first newspaper ad seeking buyer for an Oyster Bay, was published?

- 1743
- **1704**
- 1782
- 1793

Question No: 2

(Marks: 1) - Please choose one

In which year the first ever TV commercial was launched?

- 1919
- 1976
- **1978**
- 1923

Question No: 3

(Marks: 1) - Please choose one

Following are the major benefits of advertising towards society, EXCEPT

- Creating employment opportunities
- Add style to the life of customers
- Enhance awarness about products
- **Presenting sugarcoated benefits and harms**

Question No: 4

(Marks: 1) - Please choose one

If a beverage company says, “We probably become the leader of beverage industry in next year”. Which one of the following appeals company has used in this advertisement?

- Puffery
- **Weasel claim**
- Shock ad
- Poignant Declare

Question No: 5

(Marks: 1) - Please choose one

Which of the following is NOT usually defined as an element of standard marketing mix?

- Price
- Place
- **People**
- Product

Question No: 6 (Marks: 1) - Please choose one

With which of the following, the concept of 'Intermediaries' is most closely associated?

- Personal Selling
- Directory Advertising
- **Channels of distribution**
- All of the given options

Question No: 7

(Marks: 1) - Please choose one

With which of the following methods, a company compares internal capabilities with the challenges of its external environment.

- STEP analysis
- **SWOT analysis**
- SBU analysis
- BCG analysis

Question No: 8

(Marks: 1) - Please choose one

Which of the following strategies is followed by a company when it launches a new product in existing market?

- Market penetration
- Market development
- **Product development**
- Diversification

Question No: 9

(Marks: 1) - Please choose one

Which one of the following is responsible for media planning and media buying activities of the agency?

- Media planner
- **Media director**
- Creative director
- Account director

Question No: 10

(Marks: 1) - Please choose one

Which one of the following is the process of establishing and maintaining a distinctive place in the customer's mind for an organization or its specific product?

- Profiling
- Targeting
- Segmentation
- **Positioning**

Question No: 11

(Marks: 1) - Please choose one

Which one of the following sections of an ad copy provides the main text portion of advertising message?

- Illustration
- **Body Copy**
- Art design
- Standing Details

Question No: 12

Which one of the following is NOT included in critical decisions about advertising research?

- Setting objective
- Selecting the method
- Choosing appropriate media
- **Time-span of campaign**

Question No: 13

Which of the following tools is/are the ingredient/s of promotional mix?

- Advertising
- Personal selling
- Public relations
- **All of the given options**

Question No: 14

Which one of the following is referring to encoding of a message for communication?

- **Transforms an abstract idea into a set of symbols**
- Process of selecting a communication channel
- Try to understand new information
- Receiving a message with a common field of experience

Question No: 15

All of the following are the "Advertising Hierarchy Models" EXCEPT:

- AIDA model
- Innovation-adoption model
- Information procession model
- **Hierarchy of outcomes model**

Question No: 16

AIDA model is the part of advertising hierarchy model, who developed this model?

- Bovee
- Kleppner
- Philip Kotler
- **E.K. Strong**

Question No: 17

RACE is a problem-solving strategy and it stands for:

- **Research, Action, Communication, Evaluation**
- Research, Awareness, Communication, Evaluation
- Resource, Awareness, Communication, Evaluation
- Resource, Action, Communication, Evaluation

Question No: 18

(Marks: 1) - Please choose one

ROPE is a problem-solving strategy and it stands for:

- **Research, Objective, Programming, Evaluation**
- Research, Objective, Problem, Evaluation
- Research, Objective, Promotion, Evaluation
- Resource, Objective, Promotion, Evaluation

Question No: 19

ROPE strategy is one of the old problem-solving techniques and it was proposed by:

- Kleppner
- Johan Martson
- **Jerry Hendrix**
- E.K. Strong

Question No: 20

Which of the following represents the genuine hierarchical order of elements in the advertising pyramid?

- Satisfaction, Desire, Interest, Attention, Action
- Satisfaction, Action, Interest, Desire, Attention
- Satisfaction, Attention, Action, Desire, Interest
- **Satisfaction, Action, Desire, Interest, Attention**

Question No: 21

Which one of the following tools is used to decide 'Advertising Reach'?

- Net Program Rating
- Target Rating Scale
- Net Rating Scale
- **Gross Rating Point**

Question No: 22

Which one of the following advertising objectives can be defined to increase company's brand usage rate among existing consumers and encouraging non-users to have trial and / or purchase?

- Communication objective
- Sales objective
- **Behavior related objective**
- Media planning objective

Question No: 23

All of the following are the different types of advertising theme, EXCEPT:

- Utilitarian
- Focused
- Informative
- **Research**

Question No: 24

(Marks: 1) - Please choose one

If we hear an advertisement on radio regarding a new product in the market, then radio will serve as_____.

- Receiver
- **Transmitter**
- Decoder
- Source

Question No: 25

In creative process, which one of the following steps helps you to put the problem out of your conscious mind and put the information to do the creative work?

- Immersion
- **Incubation**
- Illumination
- Verification

Question No: 26

Following are the tasks of a copywriter of an advertising agency EXCEPT:

- Discussing with clients
- Consulting creative team
- Analyzing marketing data
- **Scrutiny the media vehicle**

Question No: 27

Which one of the following factors makes advertising successful over personal selling?

- Limit target area
- Cost per Target Audience
- **Mass Media Communication**
- Personal Communication

Question No: 28

All of the following are the functions of advertising, EXCEPT

- Compel towards your product
- To spread a specific message
- To build brand recognition
- **Put forward irregular prompts**

Question No: 29

Which of the following is the process of identifying groups of customers with basically similar wants, needs, preferences or buying behaviors?

- **Profiling**
- Positioning
- **Segmentation**
- Targeting

Question No: 30

For marketers, geographic classification is essentially based on an assumption that:

- Attitudes lead to the development of a lifestyle
- Lifestyle leads to the development of an attitude
- **Areas or regions affect on buying behaviors**
- Social class is independent of geographical location

Question No: 31

(Marks: 5)

Suppose you are going to advertise your product on TV. What are the limitations you will face while using TV as a medium?

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