

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

<http://groups.google.com.pk/group/vu-and-company?hl=en>

Muhammad Soban

0333-7637637

Question No: 1

Which one of the following tools is specifically designed to promote a product to massive audience?

- * Advertising
- * Public Relations
- * Publicity
- * Personal selling

Question No: 2

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

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

Question No: 3

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

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

Which one of the following is the basic purpose of marketing?

- * To produce goods as per customer's need
- * To convert generic needs into wants
- * To earn profit regardless of customer's satisfaction
- * **To create a link between buyers and sellers**

Question No: 6

Which of the following group of consumers prefer to purchase new and latest product while it is still expensive?

- * Innovators
- * **Early adopters**
- * Early majority
- * Laggards

Question No: 7

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: 8

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: 9

Which one of the following is NOT a characteristic of message content of an advertisement?

- * Rational
- * Emotional
- * **Indistinct**
- * Moral

Question No: 10

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: 11

Which one of the following is called the activity based and objective oriented approach of budgeting?

- * Market Share Approach
- * Top Down Approach
- * **Bottom up Approach**
- * Ratio Approach

Question No: 12

At which stage in an advertising research, the actual behavior of the customer towards a particular advertising campaign is assessed.

- * Pre Campaign Stage
- * Mid Campaign Stage
- * Post Campaign Stage
- * **At Any Stage**

Question No: 13

Which type of the research helps agency to analyze whether message content & presentation will perform as desired or not?

- * **Copy research**
- * Media research
- * Market research
- * Advertising research

Question No: 14

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

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

Question No: 15

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

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

Question No: 16

Which one of the following is NOT a component of AIDA model?

- * Attention
- * Interest
- * **Design**
- * Action

Question No: 17

Which one of the following is NOT a component of 'Hierarchy of Effects' model?

- * Conviction
- * Preferences
- * **Evaluation**
- * Liking

Question No: 18

Which one of the following is NOT a component of information process model?

- * Yielding
- * Retention
- * Comprehension
- * **Preferences**

Question No: 19

Which one of the following is NOT a component of innovation adoption model?

- * Interest
- * Evaluation
- * Trial
- * **Retention**

Question No: 20

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: 21

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

- * Focus group
- * Target customer
- * **Disbeliever customers**
- * Target market

Question No: 22

Which of the following term is used to describe the phenomenon of a marketplace being full or even overcrowded with products?

- * Zipping
- * Zapping
- * Pulsing
- * **Clutter**

Question No: 23

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

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

Question No: 24

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: 25

All of the following can be part of a creative team for creating an advertisement in an advertising agency, EXCEPT:

- * Copywriter
- * **Art Director**
- * Creative Director
- * Media Director

Question No: 26

All of the following are the positive effects that can be achieved by adopting a proper market education strategy in advertising, EXCEPT:

- * It helps to minimize sales resistance
- * It helps to reduce the cost of advertising
- * It makes advertising more effective
- * **It makes difficult for sales force to achieve adequate distribution**

Question No: 27

Which one of the following is an advantage to advertise in a newspaper?

- * **All of the given options**
- * Flexibility
- * Low Cost per advertisement
- * Coverage in remote areas

Question No: 28

Which of the following methods can be used to measure the radio audience?

- * Coverage
- * Number of listeners
- * Timings of programs
- * **All of the given options**

Question No: 29

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: 30

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: 31

(Marks: 5)

Advertising has great influence on us whether we are aware of it or not, now it is considered as fundamental elements for the companies. Explain, why advertising is necessary for any organization?

Question No: 32

(Marks: 10)

Advertising is conveying different appeals to execute their messages by using creative strategy. How would you explain the creative strategy? Also identify the steps of creative process

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

<http://groups.google.com.pk/group/vu-and-company?hl=en>

Muhammad Soban

0333-7637637

