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**Question No: 1**

Advertising is a most important ingredient of promotion mix that is:

- ✓ Paid form of personal communication
- ✓ Paid form of non personal communication
- ✓ Non paid form of personal communication
- ✓ Non paid form of non personal communication

**Question No: 2**

Which one of the following is the primary focus of advertising toward target audience?

- ✓ Persuasion
- ✓ Push the customer
- ✓ Availability of a product
- ✓ Information of a new product

**Question No: 3**

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: 4

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: 5

A product that is perceived as being of average quality by you may be perceived as being of high quality by your friend who has\_\_\_\_\_.

- ✓ **Higher expectations**
- ✓ Neutral expectations
- ✓ Average expectations
- ✓ Lower expectations

#### Question No: 6

Liana advertising agency (LAA) handles all aspects of the advertising process including planning, design, production, and placement services to its client “Xing Construction Company of China”. LLA is a \_\_\_\_\_.

- ✓ Creative agency
- ✓ **Full service agency**
- ✓ Composite agency
- ✓ Media Independent agency

#### Question No: 7

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: 8

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: 9**

Which of the following refers to potential audience might be exposed to the advertising message?

- ✓ Reach
- ✓ Frequency
- ✓ Scheduling
- ✓ Coverage

**Question No: 10**

Which one of the following methods can be used to determine the advertising budget?

- ✓ Competitive parity method
- ✓ Rating method
- ✓ Gross percentage method

**Question No: 11**

Advertisement is communication between sponsor and audience meant for informing or reminding about the product. Which of the following is NOT serving the informing objective of advertisement?

- ✓ Make consumers aware of new product
- ✓ Announcing a new price of product
- ✓ Explaining how a product works
- ✓ Products are still available for sale

**Question No: 12**

Which post-campaign test is carried out by “Aided” and “Unaided” techniques?

- ✓ Inquiry Test
- ✓ Sales Test
- ✓ Recall Test
- ✓ Recognition Test

**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 NOT a component of innovation adoption model?

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

**Question No: 15**

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: 16**

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

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

**Question No: 17**

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: 18**

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

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

**Question No: 19**

Which one of the following defines the decoding process?

- ✓ Intensity of the transmission becomes stronger
- ✓ Receiver attempts to convert signs into concepts and ideas
- ✓ Source provides clue to convert signs into concepts and ideas
- ✓ Receiver filters noise from the feedback

**Question No: 20**

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: 21**

Which section of an advertisement copy provides information about the company's office address?

- ✓ Headline
- ✓ Body copy
- ✓ Signature
- ✓ Standing detail

**Question No: 22**

All of the following are the responsibilities of a copywriter in advertising agency, EXCEPT:

- ✓ Writing clear, persuasive and original copy
- ✓ Carefully proof reading copy to check spellings & grammar
- ✓ Keeping up to date with popular culture & trends
- ✓ Deciding about media for placing an advertisement

**Question No: 23**

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: 24**

All of the following are the types of newspaper advertising, EXCEPT:

- ✓ Classified advertising
- ✓ Retail advertising
- ✓ National advertising
- ✓ Institutional advertising

**Question No: 25**

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: 26**

All of the following are the disadvantages of a newspaper with respect to advertising,

EXCEPT:

- ✓ High waste circulation
- ✓ Short life span of information
- ✓ Range of market coverage
- ✓ No Audience selection

**Question No: 27**

A printing error in a newspaper advertisement is an example of:

- ✓ Feedback
- ✓ Noise
- ✓ Message loop
- ✓ Carelessness

**Question No: 28**

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: 29**

At which stage in the product lifecycle, the sales growth starts to slow down.

- ✓ Decline stage
- ✓ Growth stage
- ✓ Introduction
- ✓ **Maturity stage**

**Question No: 30**

Which of the following advertising agencies offers both creative & media services with research to its clients?

- ✓ Creative agency
- ✓ Full Service agency
- ✓ **A Composite agency**
- ✓ Media Independent agency

**Question No: 31**

( Marks: 5 )

Advertisements have various objectives, sometimes other than just selling products.

Explain what are its other objectives for an organization?

**Question No: 32**

( Marks: 10 )

Your aim of life is to join an advertising agency as a 'copywriter'. In your point of view

who can join an ad-agency as a copywriter and how a copywriter works in an advertising agency?

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