C.B.C.S.S. B.Com Programme
Semester V – Complementary Course- 1

ADVERTISING AND SALES PROMOTION

1. Promotion mix includes Sales Promotion, Personal Selling, Advertising and
   a) Marketing                       b) Sales
   c) Publicity                      d) None of these
   Ans: C

2. Copy testing is also known as
   a) Pre Testing                    b) Copy writing
   c) concurrent testing             d) Preview
   Ans: A

3. Consumer promotion, trade promotion and ____ are the three forms of sales promotion
   a) Media Promotion                 b) Sales Force Promotion
   c) Core Promotion                  d) Media Mix
   Ans: B

4. ______ media can give 24 hour exposure to the public eye.
   a) Television                      b) Print
   c) Internet                        d) Flex Board
   Ans: D

5. It is popularly known as free form of promotion
   a) Advertisement                   b) Publicity
   c) Personal Selling                d) Marketing
   Ans: B

6. Which among the following is an example of Trade promotion?
   a) Coupons                         b) Samples
   c) Push Money                      d) None of these
   Ans: C

7. Which among the following is a Pull Strategy?
   a) Trade promotion                 b) Consumer Promotion
   c) Sales Force Promotion           d) None of these
   Ans: B
8. If a company gives false message to the customers, it is known as
   a) Obscene ads    b) Subliminal ads
   c) Deception      d) None of these
   Ans: C

9. The strategy that encourages dealers and distributors to sell a product is known as
   a) Push        b) Pull
   c) Combination d) Marketing
   Ans: A

10. Creating image of product in the minds of target group is called
    a) Marketing   b) positioning
    c) Branding   d) Popularising
    Ans: B

11. The process of purchasing space in a media is
    a) Media Spacing    b) Media Scheduling
    c) Media Purchasing d) Media Buying
    Ans: D

12. The plan that show time, date and frequency of an advertisement is
    a) Media Plan    b) Media Schedule
    c) Media Time    d) Media Space
    Ans: B

13. Series of advertisement messages that share a single idea or theme is
    a) Advertisement Campaign    b) Advertisement Group
    c) Advertisement Cluster    d) Advertisement Series
    Ans: A

14. Point of Purchase Ads are also known as
    a) In-Store Advertising    b) Built-in Advertising
    c) Green Advertising      d) Stock Advertising
    Ans: A

15. The specific carrier within a medium is called
    a) Media Carrier    b) Media Bus
    c) Media Van        d) Media Vehicle
    Ans: D
16. Which among the following is not a mechanical test?
   a) Psychogalvanometer    b) Techistoscope
   c) Camera test            d) Consumer dairy test
   Ans: D

17. A series of actions that media planners take to attain the media objectives
   a) Media Function          b) Media Strategy
   c) Media Policy            d) Media Option
   Ans: B

18. The combination of media used for advertising in a target market is
   a) Media Mix               b) Market-Media Match
   c) Media Advertising       d) Media Option
   Ans: A

19. Selection of most appropriate cost-effective medium in advertisement is
   a) Media Buying            b) Media Scheduling
   c) Media Purchasing        d) Media Selection
   Ans: D

20. Direct mail advertising sends messages through
   a) Audio                   b) Video
   c) Mail                    d) None of these
   Ans: C

21. Which of the following is more of personal medium of advertisement?
   a) Internet Advertisement b) Broadcast Media
   c) Direct Mail Advertising d) Print Media
   Ans: C

22. Independent organization of creative people for advertisement and promotional tools are called
   a) Advertisement Makers    b) Advertisement Creators
   c) Advertisement Developers d) Advertisement Agency
   Ans: D
23. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?

   a) advertising                   b) public relations
   c) direct marketing              d) sales promotion

   Ans: D

24. If a company wants to build a good “corporate image,” it will probably use which of the following marketing communications mix tools?

   a) advertising                   b) public relations
   c) direct marketing              d) sales promotion

   Ans: B

25. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.

   a) Personal selling               b) Public relations
   c) Direct marketing               d) Sales promotion

   Ans: C

26. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?

   a) advertising                   b) personal selling
   c) public relations               d) sales promotion

   Ans: A

27. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following?

   a) advertising                   b) personal selling
   c) public relations               d) sales promotion

   Ans: D

28. A __________ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

   a) push strategy                  b) pull strategy
   c) blocking strategy              d) integrated strategy

   Ans: A
29. Which of the following strategies is usually followed by B2C companies with respect to promotion strategy?
   a) Push strategy    b) Pull strategy
   c) Blocking strategy d) Integrated strategy
   Ans: B

30. Which of the following strategies is usually followed by B2B companies with respect to promotion strategy?
   a) Push strategy    b) Pull strategy
   c) Blocking strategy d) Integrated strategy
   Ans: A

31. Marketing management must make four important decisions when developing an advertising program. All of the following would be among those decisions EXCEPT:
   a) Setting advertising objectives.    b) Conducting advertising culture audit
   c) Setting the advertising budget.   d) Developing advertising strategy.
   Ans: B

32. The first step in developing an advertising program should be to:
   a) Set advertising objectives.    b) Set the advertising budget.
   c) Evaluate advertising campaigns. d) Develop advertising strategy.
   Ans: A

33. A specific communication task to be accomplished with a specific target audience during a specific period of time is called an:
   a) Advertising campaign.    b) Advertising objective.
   c) Advertising criterion.   d) Advertising evaluation.
   Ans: B

34. Which of the following WOULD NOT be one of the primary advertising objectives as classified by primary purpose?
   a) to inform    b) to persuade
   c) to remind    d) to make profits
   Ans: D

35. __________ is used heavily when introducing a new product category.
   a) Persuasive advertising    b) Inferential advertising
   c) Reminder advertising     d) Informative advertising
   Ans: D
36. Keeping consumers thinking about the product is the objective for which type of advertising?
   a) Informative advertising.       b) Psychological advertising.
   c) Reminder advertising.         d) Persuasive advertising.
   Ans: C

37. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?
   a) Affordable method               b) percentage-of-sales method
   c) competitive-parity method       d) objective-end-task method
   Ans: A

38. Setting the promotion budget so as to match the budgets of the competitors is characteristic of which of the following budget methods?
   a) Affordable method               b) Percentage-of-Sales method
   c) competitive-parity method       d) Objective-end-task method
   Ans: C

39. _____ are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level.
   a) advertisement media            b) advertisement copy
   c) advertising layout             d) teaser advertisements
   Ans: A

40. _____ is a plan of presenting the message in a more specific and compact form within the advertising space available to the target consumers.
   a) advertisement media            b) advertisement copy
   c) advertising layout             d) teaser advertisements
   Ans: C

41. All of the following methods are used for evaluating advertising effectiveness EXCEPT:
   a) Pre- test                       b) Post- test
   c) Concurrent test                d) Marginal test
   Ans: D

42. All of the following methods are considered to be concurrent testing methods EXCEPT:
   a) consumer diaries                b) co-incidental surveys
   c) readability studies             d) electronic devices
   Ans: C
43. The central theme of an advertisement that motivates the consumer to make a purchase decision is?
   a) Advertising appeal  
   b) Advertisement script  
   c) Slogan  
   d) Headline  
   Ans: A
44. The aggregate of all the factors which arouse the needs of customers and guide them in final selection is called?
   a) Advertising appeal  
   b) Advertising media  
   c) Advertisement  
   d) Buying motive  
   Ans: D
45. Which among the following is not an essential of advertising appeal?
   a) It must be conceptually sound  
   b) It must be interesting  
   c) It must be economical  
   d) It must be complete  
   Ans: C
46. The type of appeal which is related to a person’s psychological and social needs for purchasing products and services?
   a) Rational appeal  
   b) Emotional appeal  
   c) Moral appeal  
   d) Humour appeal  
   Ans: B
47. Aishwarya Rai Bachan endorsing L’Oreal is an example of?
   a) Rational appeal  
   b) Beauty appeal  
   c) Sex appeal  
   d) Emotional appeal  
   Ans: B
48. The content and context of a message contained in an advertisement is called?
   a) Ad copy  
   b) Script  
   c) Body  
   d) Advertising appeal  
   Ans: A
49. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?
   a) institutional copy  
   b) straight selling copy  
   c) educational copy  
   d) expository copy  
   Ans: A
50. Searching and identifying potential buyers for a product is ____
   a) Selling               b) Prospecting
   c) Compelling            d) Canvasing
   Ans: B

51. If a copy tells openly and directly all the features of a product or a service with the help of suitable pictures, photos and diagrams to impress a customer, it is called?
   a) descriptive copy       b) educational copy
   c) straight selling copy   d) expository copy
   Ans: D

52. An Ad copy that uses the endorsement of a satisfied customer?
   a) comparative copy        b) reminder copy
   c) expository copy          d) testimonial Ad copy
   Ans: D

53. Which among the following is the right sequence of copywriting process?
   a) planning, research, organisation, writing, checking, proof reading, editing, revision
   b) research, planning, organisation, writing, checking, proof reading, editing, revision
   c) planning, research, organisation, writing, checking, editing, proof reading, revision
   d) research, planning, organisation, writing, checking, editing, proof reading, revision
   Ans: A

54. Consider the following statements:
   Statement 1: Two major dimensions of advertising are message creation and message dissemination
   Statement 2: Message creation is meaningful once the advertisement is created.
   a) Both statements are right          b) Both statements are wrong
   c) Only Statement 1 is correct       d) Only statement 2 is correct
   Ans: C

55. Consider the following statements:
   Statement 1: Media planning refers to series of decision involving delivery of messages to the target audience
   Statement 2: The central theme of media planning is message dissemination.
   a) Both statements are right          b) Both statements are wrong
   c) Only Statement 1 is correct       d) Only statement 2 is correct
   Ans: A
56. Consider the following statements:

Statement 1: Media planning starts with analysis target audience

Statement 2: Media strategy is concerned with the selection of appropriate media)

a) Both statements are right  
   b) Both statements are wrong  
   c) Only Statement 1 is correct  
   d) Only statement 2 is correct  

Ans: B

57. Consider the following statements:

Statement 1: Print media is the oldest and basic forms of mass communication.

Statement 2: Print media can make a faster delivery than broadcast media

a) Both statements are right  
   b) Both statements are wrong  
   c) Only Statement 1 is correct  
   d) Only statement 2 is correct  

Ans: C

58. Consider the following statements:

Statement 1: Point of purchase advertising refers to advertising at the place and time of purchase

Statement 2: It is similar to window dressing.

a) Both statements are right  
   b) Both statements are wrong  
   c) Only Statement 1 is correct  
   d) Only statement 2 is correct  

Ans: C

59. Which among the following is not a function of ad agency?

a) Conduct market analysis  
   b) Develop advertising plans  
   c) Develop media strategy  
   d) Collect feedback from target audience.

Ans: C

60. Which among the following is not an objective of advertising research?

a) Improve the efficiency of an ad  
   b) Develop advertising plans  
   c) Evaluate impact of an ad  
   d) To avoid wastage of money

Ans: B
61. Consider the following statements:
   Statement 1: Post testing is an evaluation conducted to know whether a proposed ad campaign is appealing to target group
   Statement 2: It is also known as copy testing.
   a) Both statements are right
   b) Both statements are wrong
   c) Only Statement 1 is correct
   d) Only statement 2 is correct
   Ans: B

62. Showing the product in a picture as being bigger than it actually is an example of
   a) Deception
   b) Subliminal Ads
   c) Obscene ads
   d) Challenging
   Ans: A

63. _____ is a self-regulatory voluntary organization of the advertising industry
   a) Securities and Exchange Board of India
   b) Reserve Bank of India (RBI)
   c) Medical Council of India
   d) Advertising Standards Council of India (ASCI)
   Ans: D

64. Colgate is offering scholarships worth one lakh rupees to Indian students. This highlights
   a) Advertising clutter
   b) Corporate Social Responsibility
   c) Advertising revolution
   d) Mass advertising
   Ans: B

65. Benetton ‘Unhate’ ad campaign, featuring world leaders kissing is a case of_____
   a) Subliminal ads
   b) Misleading
   c) Obscene
   d) Appealing
   Ans: A

66. Axe body spray ads are examples of_____
   a) Obscene advertisements
   b) Deception
   c) Subliminal
   d) Rational appeal
   Ans: A

67. The large volume of advertising in a society is known as_____
   a) Advertising clutter
   b) Deception
   c) Mass advertising
   d) Large scale advertising
   Ans: A

68. Which one among the following Acts does not contain provisions that regulate advertising in India?
   a) The Consumer Protection Act, 1986
   b) Motor Vehicles Act, 1988
   c) The Company Secretaries, Act
   d) Prize Competition Act, 1955
   Ans: C

69. It is criticized that advertising causes people to give too much importance to_______
   a) Fashion
   b) Material goods
   c) Cost of product
   d) Standard of living
   Ans: B
70. Advertising is an important source of revenue to ____
   a) Advertisers          b) Public
   c) Media               d) Government
   Ans: C

71. Advertisement aims at ________
   a) Product selling      b) Marketing
   c) Customer relations   d) Mass communication
   Ans: D

72. ________ is directed towards consumers and traders with the intention to increase immediate or short term sales.
   a) Advertising          b) Direct selling
   c) Sales Promotion      d) Publicity
   Ans: C

73. The basic objective of push strategy is to encourage the __________
   a) Consumer            b) middlemen
   c) Producer            c) Public
   Ans: B

74. A pull sales promotion strategy concentrates on the _________
   a) Consumer            b) middlemen
   c) Producer            c) Sales force
   Ans: A

75. The sales promotion strategy which concentrates on the middlemen and consumers is known as___________
   a) Pull Strategy        b) Combination strategy
   c) Sale force Strategy  d) Push Strategy
   Ans: B

76. Couponing is an example of_______________
   a) Consumer promotion Techniques          b) Trader Promotion Techniques
   c) Sales Force Promotion Technique       d) Dealer Promotion Technique
   Ans: A
77. The reduction in the price of a product for a short span of time is known as___________
   a) Rebate   b) Free Offer
   c) Price off offer   d) Trade offer
   Ans: C

78. ______ is a non-paid form of promotion
   a) Advertising   b) Direct Marketing
   c) Sales Promotion   d) Publicity
   Ans: D

79. ______ is the oral communication with potential buyers of a product with the intention of making a sale.
   a) Personal Selling   b) Direct Marketing
   c) Sales Promotion   d) Publicity
   Ans: A

80. __________ is the sum total of values, assets and liabilities generated by a branded product over a period of time.
   a) Brand loyalty   b) Brand association
   c) Brand Equity   d) Brand awareness
   Ans: C

81. __________ is a measure of attachment that a consumer has to a brand.
   a) Brand loyalty   b) Brand association
   c) Brand Equity   d) Brand awareness
   Ans: A

82. Communication activities which provide incentives to consumer is known as________
   a) Advertising   b) Direct Marketing
   c) Sales Promotion   d) Publicity
   Ans: C

83. Merchandise allowance is a __________ technique.
   a) Consumer promotion Techniques   b) Trader Promotion Techniques
   c) Sales Force Promotion Technique   d) Pull Promotion Technique
   Ans: B

84. The additional amount of money consumers are willing to pay for a brand is known as ___
   a) Brand loyalty   b) Brand association
   c) Brand Equity   d) Brand awareness
   Ans: C
85. Sales persons who want for the sales to come to them is known as
   a) Transactional  b) Closers
   c) Relational  d) Consultants
   Ans: A

86. The process which consists of six stages; prospecting, preapproach, approach, presentation, close, and follow-up is called the:
   a) Product Marketing Process  b) Direct Marketing process
   c) Personal selling process  d) Purchase decision process
   Ans: C

87. Excuses for NOT making a purchase commitment or decision are called
   a) Constraints  b) Interventions
   c) Troubles  d) Objections
   Ans: D

88. The final stage in the personal sales process is the _______ stage
   a) Follow-up  b) Assumptive close
   c) Trial Close  d) Presentation
   Ans: A

89. AIDA stands for Awareness, ______, Desire and ______.
   a) Interest; Action  b) Idea; Approach
   c) Intensity; Appeal  d) Involvement; Appeal
   Ans: A

90. A consumer contest is an example of ______.
   a) Personal Selling  b) Sales Promotion
   c) Advertisement  d) Indirect Selling
   Ans: B