

Advertising and Marketing Research

1. What is the "Synopsis" of a research project?
- A. It is the blueprint of research
 - B. It consists of the plan of research
 - C. It is the summary of the findings of the research
 - D. Citations

Answer C

2. Which of the following terms is used for a methodology that combines qualitative and quantitative approaches into one research?
- A. Blending
 - B. Triangulation
 - C. Mix method research
 - D. Multi method research

Answer B

3. What type of questions are included in a structured interview schedule?
- A. Non-modifiable closed ended questions
 - B. Open ended question
 - C. A mix of closed and open ended questions
 - D. Multiple choice question

Answer A

4. Which type of sampling is used when a researcher selects the sample by a chain referral from the key samples that have his/her own experience with the required matter of the research?
- A. Snowball sampling
 - B. Quota sampling
 - C. Cluster sampling
 - D. Simple random sampling

Answer A

5. In a study entitled effect of salt restricted diet on the blood pressure of hypertensive males, the dependent variable is
- A. salt restricted diet
 - B. blood pressure
 - C. hypertensive males
 - D. salt

Answer B

6. What is the correct order of the research steps listed below?

- A. Specify research purpose, identification of research problem, review of literature, hypothesis, methodology, data collection, data analysis and research communication
- B. Specify research purpose, hypothesis, identification of research problem, review of literature, methodology, data collection, data analysis and research communication
- C. Identification of research problem, review of literature, specify research purpose, hypothesis, methodology, data collection, research communication and data analysis
- D. Identification of research problem, review of literature, specify research purpose, hypothesis, methodology, data collection, data analysis and research communication

Answer D

7. In group interview there is/are _____

- A. One interviewer and one interviewee
- B. More than one interviewer and one interviewee
- C. One interviewer and more than one interviewee
- D. More than One interviewer and more than one interviewee

Answer C

8. Which of the following is not a data-collection method?

- A. Research questions
- B. Unstructured interviewing
- C. Postal survey questionnaires
- D. Participant observation

Answer A

9. The minimum sample size for qualitative interviewing is:

- A. 30
- B. 31
- C. 60
- D. It's hard to say

Answer D

10. What is a research design?

- A. A way of conducting research that is not grounded in theory

- B. The choice between using qualitative or quantitative methods
- C. The style in which you present your research findings, e.g. a graph
- D. A framework for every stage of the collection and analysis of data

Answer D

Legal Environment & Advertising Ethics

1. A wilful disobedience of a court order or a wilful interference with the administration of Justice is _____

- A. Contempt of court
- B. Conflict of laws
- C. Compensatory damages
- D. Interim order

Answer A

2. Law concerned with non criminal matters

- A. Civil Law
- B. Media Law
- C. Public Law
- D. Press Law

Answer A

3. Defamatory (false and injurious) written statements or materials, including movies or photographs is called

- A. Slander
- B. Libel
- C. Lien
- D. Torts

Answer B

4. _____ decides on complaints from the general public including government officials, consumer groups, etc., complaints from one advertiser against another.

- A. CARU
- B. ASCI
- C. Consumer Complaints Council (CCC)
- D. AAAA

Answer C

5. In 1985, a self regulatory mechanism of ensuring ethical advertising practices was established in the form of the _____ a non statutory tribunal

- A. CARU
- B. ASCI
- C. Consumer Complaints Council (CCC)
- D. AAAA

Answer B

6. Piracy is an infringement of _____.

- A. trade secrets
- B. patent
- C. trademark
- D. copyright

Answer D

7. Which of these is considered as an unethical practice?

- A. subliminal advertising
- B. ambient advertising
- C. woke advertising
- D. transit advertising

Answer A

8. The _____ has been established which is a consolidating statute related to food safety and regulation in India.

- A. Agmark
- B. BARC
- C. FSSAI
- D. ABC

Answer C

9. The term of every patent in India is _____ years from the date of filing the patent application.

- A. 60
- B. 20
- C. 15
- D. 50

Answer B

10. Right to Information act Came in to force in _____

- A. 2005
- B. 2006
- C. 2007
- D. 2008

Answer A

Digital Media

1. What is multimedia?

- A. Multimedia is the presentation of information using images.
- B. Multimedia is the presentation of information using a variety of forms.
- C. Multimedia is the presentation of information in only one form.
- D. Multimedia is the presentation of information through the media.

Answer B

2. What is not true about digital marketing?

- A. Digital marketing is any form of marketing products or services that involves electronic devices.
- B. Digital marketing can be done online.
- C. Digital marketing cannot be done online.
- D. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

Answer C

3. Social networks are organized primarily around _____.

- A. brands
- B. people
- C. discussions
- D. interests

Answer B

4. What is meant by "micro-blogging"?

- A. Blogs which are posted by companies, not individuals
- B. Blogs for a small group of people
- C. Blogs with limited individual posts, limited by character count typically
- D. Blogging from mobile devices

Answer C

5. What is the name of Facebook's analytic package?

- A. Princeps
- B. Viewership
- C. Discover
- D. Insights

Answer D

6. Which of the following refers to unsolicited electronic messages?

- A. Opt-in email
- B. Consent marketing
- C. Spam
- D. Opt-out email

Answer C

7. This attempts to improve rankings for relevant keywords in search results by improving a website's structure and content:

- A. SEO
- B. SEM
- C. SFO
- D. SST

Answer A

8. For which browser does Google support voice search?

- A. Chrome
- B. Firefox
- C. Explorer
- D. Bing

Answer A

9. What is the full form of HTTP?

- A. High Text Transfer Protocol
- B. Hyper Text Transfer Procedure
- C. Hyper Typo Transfer Protocol
- D. Hyper Text Transfer Protocol

Answer D

10. What is the full form of ISP?

Internet Service Provider

Internet Speed Provider

Intranet Service Provider

Internet Service Proceeder

Answer A

Agency Management

1. A _____ is a presentation by an agency to a prospective client which outlines how they would approach and resolve:

- A. pitch
- B. score
- C. account
- D. brief

Answer A

2. _____ is prepared by the account planning department.

- A. Client brief
- B. Creative brief
- C. Media brief
- D. Market brief

Answer B

3. _____ department is responsible for buying media time & space.

- A. Production
- B. Accounts
- C. Account Planning
- D. Media Planning

Answer D

4. Which of these is not an ad agency?

- A. Reckitt Benckiser
- B. McCann
- C. Ogilvy
- D. Madison

Answer A

5. Who conceptualised the 'Thanda Matlab Coca Cola' campaign?

- A. R Balki
- B. Prahlad Kakkar
- C. Prasoon Joshi
- D. Piyush Pandey

Answer C

6. Who conceptualised the 'Abki Baar Modi Sarkaar' campaign?

- A. R Balki
- B. Prahlad Kakkar
- C. Prasoon Joshi
- D. Piyush Pandey

Answer D

7. _____ is the art of engaging with high-value customers to promote a long-term, strategic partnership that results in organic growth.

- A. Key Account Management
- B. Key Investor Management
- C. Key Score Management
- D. Key Client Management

Answer A

8. The client brief is prepared by the client servicing executive in consultation with _____.

- A. Creative
- B. Client
- C. Account Planning
- D. Media Planning

Answer B

9. Which of these factors can result in losing clients?

- A. Referrals
- B. Mergers & Acquisition
- C. Press Conferences
- D. Campaign Success

Answer B

10. Which of these is an inhouse ad agency of Reliance?

- A. Cheil Worldwide
- B. Grey Worldwide
- C. Mudra
- D. daCunha

Answer C

Principles & Practice of Direct Marketing

1. The sequence of a sales process is_____.
- A. Lead generation, call, presentation & sale
 - B. Sale, presentation, Lead generation & call
 - C. Presentation, Lead generation, Sale & Call
 - D. Lead generation, Call, Sale & Presentation

Answer A

2. 'Customization' means_____
- A. Tailor-made products for each customer
 - B. Customers selling goods
 - C. Tailor-made products for each staff
 - D. A selling process

Answer A

3. Cross-selling means_____
- A. Selling with a cross face
 - B. Cross country marketing
 - C. Selling to friends
 - D. Selling other products to existing customers

Answer D

4. A 'Target Group' means_____
- A. A group of sellers
 - B. A group of buyers
 - C. A group of products
 - D. A group of person to whom sales should be focused

Answer D

5. A 'Lead' in marketing jargon, means_____
- A. A likely consumer
 - B. A metal
 - C. A leash
 - D. A team leader

Answer A

6. The level of commitment that consumers feel toward a given brand is called_____

- A. Brand equity
- B. Brand name
- C. Brand loyalty
- D. Brand utility

Answer C

7. Delivery Channels means:

- A. Sales outlets
- B. Purchased goods
- C. Product shelf-life
- D. Courier person

Answer A

8. The use of short-term incentives to encourage the purchase or sale of a product or service is called _____.

- A. direct and digital marketing
- B. sales promotion
- C. personal selling
- D. public relations

Answer B

9. Today's consumers do not need to rely on marketer-supplied information about products and services because they can use _____ to seek out a wealth of information.

- A. push strategies
- B. direct and digital marketing
- C. the Internet
- D. personal selling

Answer C

10. Personal selling is more effective than advertising when the customer base is:

- A. large, widely dispersed
- B. small, local
- C. large, local
- D. small, widely dispersed

Answer B

Contemporary Issues

1. Who is the current Finance Minister?

- A. Nirmala Sitharaman
- B. S Jaishankar
- C. Arun Jaitley
- D. Piyush Goyal

Answer A

2. Which of the following existed before creation of NITI Aayog?

- A. National Service Commission
- B. Public Service Commission
- C. Finance Commission
- D. Planning Commission

Answer D

3. Which of the following documentaries portrays the environmental challenges?

- A. The 11th Hour
- B. The Meltdown
- C. Inside Job
- D. Four Horsemen

Answer A

4. Which of these CEOs was involved in a corporate scam?

- A. Vishal Sikka
- B. N Chandrashekharan
- C. T V Mohandas Pai
- D. Ramalinga Raju

Answer D

5. Who is the ex officio chairperson of NITI Aayog?

- A. Prime Minister
- B. Finance Minister
- C. Cabinet Secretary
- D. Finance Secretary

Answer A

6. Which ministry appointed "The Gadgil Commission"?

- A. Finance Ministry
- B. Environment Ministry
- C. Home Ministry
- D. External Affairs Ministry

Answer B

7. Which one of these IT parks is located in Marathwada region?

- A. Rajiv Gandhi Infotech Park
- B. Shankarrao Chavan Infotech Park
- C. Sangli Infotech Park
- D. Airoli Knowledge Park

Answer B

8. What does EIA stand for?

- A. Environmental Information Application
- B. Ecological Impact Assessment
- C. Environmental Impact Assessment
- D. Ecological Information Assessment

Answer C

9. What does FRP stand for?

- A. Financial Resolution Plan
- B. Financial Remuneration Plan
- C. Fair and Remunerative Price
- D. Fiscal Remunerative Price

Answer C

10. Which of these is the largest onion market in Asia?

- A. Chalisgaon
- B. Lasalgaon
- C. Ludhiana
- D. Erode

Answer B

Financial Management in Marketing and Advertising

1. "Shareholder wealth" in a firm is represented by
- A. the number of people employed in the firm.
 - B. the book value of the firm's assets less the book value of its liabilities.
 - C. the amount of salary paid to its employees.
 - D. the market price per share of the firm's common stock.

Answer D

2. The focal point of financial management in a firm is
- A. the number and types of products or services provided by the firm.
 - B. the minimization of the amount of taxes paid by the firm.
 - C. the creation of value for shareholders.
 - D. the dollars profits earned by the firm.

Answer C

3. _____ of a firm refers to the composition of its long term funds and its capital structure.
- A. Capitalisation
 - B. Over-capitalisation
 - C. Under-capitalisation
 - D. Market

Answer A

4. Finance Function comprises
- A. Safe custody of funds only
 - B. Expenditure of funds only
 - C. Procurement of finance only
 - D. Procurement & effective use of funds

Answer D

5. _____ is useful to control efficiency and improve profitability of a business entity.
- A. ratio analysis
 - B. profit
 - C. loss

D. sales turnover

Answer A

6. Current Ratio =

- A. long debt / proprietors equity
- B. current assets/ current liabilities
- C. current liabilities/ current assets
- D. closing stock / working capital

Answer B

7. Gross working capital =

- A. Assets
- B. Liabilities
- C. Current assets - current liabilities
- D. Current assets

Answer C

8. _____working capital is available in cash or cash resources.

- A. Positive
- B. Negative
- C. Zero
- D. Cash

Answer D

9. Sales-variable cost =

- A. contribution
- B. profit
- C. total cost
- D. fixed cost

Answer A

10. Classify Showroom expenses on the basis of functions.

- A. office expenses
- B. selling expenses
- C. factory expenses
- D. fixed cost

Answer B