

Sample MCQs of Advertising I

1. Full form of IMC is _____.
 - Integrated marketing Communication
 - Intelligence marketing communication
 - Integrated Mix communication
 - Interested Marketing communication
2. IMC is an element of _____.
 - Price
 - Place
 - Marketing
 - Marketing Research
3. Publicity is done through _____.
 - News and articles
 - Dramatization
 - Graphics
 - Salesman
4. _____ is any paid form of non-personal presentation and promotion of ideas, goods and services.
 - Promotion
 - Publicity
 - Personal selling
 - Advertising
5. Sales promotion techniques are used to induce _____.
 - Dealers and suppliers
 - Investors and Intermediaries
 - Target customers and Intermediaries
 - Government and Ad Agency
6. _____ involves face to face communication between the firm's representative and the prospects.
 - Advertising
 - Sponsorship
 - Public relations
 - Personal selling
7. _____ provides information, protection of goods, preservation of quality of product and promotion of product.
 - Price
 - Public Relations
 - Sponsorships
 - Packaging
8. _____ involves several techniques to sale product directly to the customer.
 - Direct Marketing
 - Publicity
 - Advertising
 - Sponsorships
9. In advertising anti-drug campaign, environment protection campaign etc. are comes under category of _____.
 - Emotion
 - Goods
 - Idea
 - Services
10. AAI was set up in India in _____.
 - 1914
 - 1948
 - 1945
 - 1985

11. Consumer, Industrial, Trade, Professional are classification according to _____.
- Area
 - Audience
 - Media
 - Function
12. _____ Advertising is undertaken to obtain immediate response or action of target audience.
- Indirect
 - Direct
 - Competitive
 - Retentive
13. “Sunday ho yaa Monday roz khaoo Andey” belongs to _____ advertising.
- Primary
 - Selective
 - Direct Action
 - Image
14. _____ invented commercially viable Television in 1930s.
- Johannes Gotenberg
 - Marconi
 - James walter
 - John L Baird
15. _____ advertising is used by State Bank of India.
- National
 - Primary
 - Local
 - Generic
16. _____ is agency formed after wide merger.
- Full service
 - Modular
 - Mega
 - Global
17. Media service department does not include _____.
- Media Planning
 - Media Buying
 - Media Research
 - Budget
18. _____ agency is owned completely by the advertiser.
- Inhouse
 - B2B
 - Mega
 - Modular
19. _____ act as liaison between the client and the agency.
- Copywriter
 - Media Planner
 - Account executives
 - Visualiser
20. _____ is a matter of scheduling.
- Media planning
 - Production
 - Traffic
 - Ad planning
21. The success of the advertiser’s campaign largely depend on the quality of the _____ department.

Creative
Media service
Account service
Allied service

22. Economic impact of advertising does not include _____.
Price
Profit
Competition
CSR
23. Social Media like _____ help the advertiser to increase the demand for their product.
Facebook
Green advertising
Pro bono advertising
Advocacy advertising
24. Economist like _____ believes that advertising increases consumer knowledge of substitutes or competing brands, that reduces monopoly power.
Samuelson
Jules Backman
Alfred Marshal
Philip Nelson
25. _____ in advertising means making tall claims about their product in their Ads.
Exaggeration
Misrepresentation
Testimonial
Pressure tactics
26. Ethics deals with _____ principles.
Code
Standard
Moral
Presentation
27. Misuse of Testimonial is a form of _____ advertising.
Untruthful
Truthful
Moral
Ethical
28. Words like Sub Kuch dikhta hai , Constitute _____.
Total Lies
Poor Taste
Surrogate Advertising
Exaggeration
29. The main aim of ASCI is to maintain and enhance the _____ confidence in advertising.
Public
Media
Government
Shareholder
30. DAVP is the nodal agency of the government of _____ for advertising.
India
Maharashtra
Goa
Sikkim
31. The alphabet first 'A' in AIDA process stands for _____.
Attention

Action
Advice
Achievement

32. _____ is the recipient of advertising message.

Advertiser
Target Audience
Media
Ad Agency

33. Personalities used to endorse brand is called _____.

Brand Image
Brand Loyalty
Brand Equity
Brand Ambassador

34. The logo of Audi is _____.

Two Golden Arches
Three Pointed stars
Muscled man
Four Circles

35. _____ does not include in the Early Forms of advertising under Evolution of advertising.

Trade Marks
Town Criers
Show-N-Tell
Sign Boards

36. Corporate Image advertising is also known as _____ advertising.

Political
Retail
Institutional
Green

37. Communication comes from the Latin 'Communis' which means _____.

Commence
Common
Cummins
Contrast

38. In _____, presentation of goods and services is made before customers for selling the product.

Direct Marketing
Publicity
Personal selling
Sponsorships

39. _____ means offering monetary support in return for agreed benefits.

Direct Marketing
Publicity
Personal selling
Sponsorships

40. _____ agency is owned and operated by the advertiser.

Full service
In-house
Specialist
Modular

41. _____ refers to closing account with existing agency and switch to another agency.

Creative Pitch
Client Turnover

Accreditation
Copy writing

42. The Indian advertising industry is regulated and controlled by _____.
ABC
AAAI
ASCI
AAAA
43. _____ code guides the advertisers, media and advertising agencies.
DD code
AAAI
ASCI
AAAA
44. _____ refers to the value and strength of the brand that indicates its worth.
Brand image
Brand loyalty
Brand equity
Brand personality
45. The highest advertising spend is on _____.
TV
Internet
Newspaper
Radio
46. _____ advertising focuses on the achievements of the organisation.
Institutional
Green
Pro bono
Advocacy
47. The AIDA formula was popularized by _____.
E. K. Strong
William Stanton
Peter Drucker
Johannes Gutenberg
48. _____ advertising is undertaken to build, maintain and improve good image of the firm in the minds of general public.
Corporate Image
Green advertising
Pro bono advertising
Advocacy advertising
49. In green advertising, a company may claim that its product or packaging is _____.
High VOC
Toxic
Biodegradable
Ozone unsafe
50. _____ continues to be the leader in India's advertising expenditure.
Telecom
FMCG
Household durables

Automobiles