

Q. No.	Question	A	B	C	D	Answer
Module - I ADVERTISING FUNDAMENTALS AND MEDIA						
1	The word 'Advertising' is derived from the Latin word _____	Advertee	Advertere	Advance	Adverb	Advertere
2	Advertising is an element of _____	Marketing Mix	Promotion Mix	Place Mix	Price Mix	Promotion Mix
3	_____ refers to a small, temporary, stand-alone booth used in high-traffic areas.	Peddlers	Mall	Street Vendor	Kiosk	Kiosk
4	_____ are glittering ads whose beauty and artistry are their main appeals.	Leaflets	Point of Purchase	Neon signs	Banners	Neon signs
5	Advertising offers _____ benefit to business firms	Creates absolute monopoly	Provides news	Help to face Competition	All of these	Help to face Competition
6	Advertising offers _____ benefit to consumers	Corporate Image	Increase in Profit	Face Competition	Helps to select product	Helps to select product
7	In types of advertising, OOH stands for _____	Only-on-Hoarding	Out-of-Home	Out-of-Hometown	Out-of-Hill	Out-of-Home
8	For local area advertising _____ media is most suitable	National Level Exhibitions	Regional Newspaper	International TV channel	Local dailies	Local dailies
9	Advertising on _____ is an example of transit advertising	Local trains	Walls	Shutter	Hoardings	Local trains
10	_____ is defined promotional techniques such as discounts, free gifts, etc.	Public Relations	Publicity	Sales Promotion	Exhibitions	Sales Promotion
11	_____ is a marketing model used to establish clear objectives for advertising.	IOC	POP	DAGMAR	TAN	DAGMAR
12	'Defining Advertising Goals for Measured Advertising Results' (DAGMAR) model was developed by _____	Armstrong	Russell Colley	Philip Kotler	American Marketing Association	Russell Colley
13	_____ is one of the steps in 'Hierarchy of Effects' model of Lavidge and Armstrong.	Liking	Leverage	Liaison	Loading	Liking
14	Advertising agency assists the advertiser in _____	To plan, prepare and placement of the advertisement	To raise finance from capital market	To procure raw material	To place right employees	To plan, prepare and placement of the ad in suitable media
15	_____ department in ad agency is responsible for providing services to clients.	Finance	Account Services	Human Resource	Purchase	Account Services
16	_____ advertising agencies are formed by merging several individual agencies.	Local	Regional	Mega	In-house	Mega
17	_____ is new media option available for advertising purposes	Wall painting	Town Criers	Digital Media	Print	Digital Media
18	In media objectives, GRP stands for _____	Gross Running Point	General Rating Point	Gross Rating Point	General Running Point	Gross Rating Point
19	_____ is one of the media objectives	Reach	Rate	Evaluate	Analyse	Reach
20	_____ is one of the methods of setting advertising budget	Percentage of Sales	Market value of share	FIFO	Percentage of Loss	Percentage of Sales
21	An advertiser considers _____ criteria while selecting suitable media.	Nature of Product	Ad Budget	Objective of Ad campaign	All of these	All of these
22	_____ refers to average number of times an individual is exposed to an advertisement.	Reach	Frequency	Gross Rating Point	All of these	Frequency
23	The Hierarchy of Effects' Model was created in 1961 by _____	F W Taylor	Armstrong	Philip Kotler	Robert J Lavidge and Gary Armstrong	Robert J Lavidge and Gary A Steiner
24	_____ is one of the elements of IMC	Sponsorship	Bonus Shares	Sponsorship	Reserve Fund	Sponsorship
25	_____ is also called as personal selling	Sales Promotion	Advertising	Salesmanship	All of these	Salesmanship
Module - II CREATIVITY, SOCIAL AND REGULATORY FRAMEWORK OF ADVERTISING						
26	_____ gets the readers' attention, arouses their interest by informing them about the product.	Slogan	Headline	Logo	Body Text	Headline
27	The copywriters must know the _____ of the product that differentiates it from competitors.	Features	USP	Design	Benefits	USP
28	For an anti pimple cream, _____ is the appropriate target audience.	Kids	Senior Citizens	Adolescents	Adults	Adolescents
29	Advertisers should avoid _____ about their products and services.	Exaggerations	Facts	Realities	Truths	Exaggerations
30	_____ is the first element of copy that reader is going to see.	Headline	Slogan	Logo	Body copy	Headline
31	In-depth interview is a part of _____ methods of pre-testing an advertisement.	Qualitative	Quantitative	Statistical	Post test	Qualitative
32	_____ and _____ are the most essential components of advertising.	Sales and Marketing	Creativity and Research	Post and Publish	Production and Execution	Creativity and Research
33	The Advertising Standard Council of India (ASCI) was established in the year _____	1989	1990	1985	1965	1985
34	_____ are involved in developing visual concepts to convey the message.	Graphic Designers	Journalist	Art Director	Photographers	Graphic Designers
35	Advertising mainly has a _____ impact on consumers.	Sociological	Philosophical	Economical	Psychological	Psychological
36	_____ consists of a few words as a short sentence and used to convey the message.	Slogan	Logo	Sub Headline	Illustration	Sub Headline
37	_____ create a distinct image for the company, its products and services.	Headlines	Slogans	Sub headlines	Scripts	Slogans
38	_____ advertising promotes communal harmony and social cohesion.	Retail	Social	Political	Green	Social
39	_____ method of advertising testing involves exposure of alternative advertisements to a group of consumers.	Consumer Jury	Checklist	Questionnaire	Inquiry	Consumer Jury
40	ASCI founded in 1985 and it is set by _____ founder members who are _____	48	50	12	84	48
41	_____ test determines the effectiveness of ads after they have been placed.	Recognition	Theatre	Readability	Portfolio	Recognition
42	Advertisements of _____ makes people aware of health and safety.	Honda cars	LIC	Lifebuoy handwash	Axis bank	Lifebuoy handwash
43	_____ advertising is also called as false advertising.	Subliminal	Deceptive	Social	Advocacy	Deceptive
44	_____ manager looks after routing and scheduling of advertisements.	Promotion	Traffic	Artwork	Brand	Traffic
45	Advertisements in _____ media reach a wider audience.	Outdoor	Print	Radio	Social	Social
46	The IBF which is the parent organisation of the Broadcasting, Content and Advertising Regulation Board was established in _____	2010	2014	2016	2011	2011
47	Door darshan and AIR, both under the control of _____ follow _____	Audit Bureau of Circulation	Prasad Bharati	Association of National Advertisers	Advertising Agencies Association	Prasad Bharati
48	_____ grants consumers the right to be informed about the products and services.	Indecent Representation of Women (Prohibition) Act, 1986	Drugs and Cosmetics Act, 1940	Consumer Protection Act, 1930	Food Safety and Standard Act, 2013	Indecent Representation of Women (Prohibition) Act, 1986
49	Use of _____ in a television commercial makes it memorable.	Puffery	Testimonials	Interviews	Natural backgrounds	Testimonials
50	Indian Institute of Mass Communication is located at _____	New Mumbai	Pune	Bangalore	New Delhi	New Delhi
Module - III SALES MANAGEMENT						

51	_____ is a method of 'on the job' training	Mentoring	Case Study	Group Discussions	Role Play	Mentoring
52	_____ is very important function in the organization effectiveness.	Planning	Controlling	Coordination	Staffing	Coordination
53	_____ facilitates the directions of activities and functions which are invo	Logistics Management	Marketing Management	Sales Management	Human Resource Manage	Sales Management
54	Knowledge of _____ is needed to understand the behaviour pattern	Entrepreneurship	Human Psychology	Marketing	Sales Proposition	Human Psychology
55	Vestibule training is a technique of _____ training methods.	On the job training	Off the job training	Process Training	Retirement	Off the job training
56	KidZania is an example of _____.	Simulation Exercises	Films	Classroom Lectures	Vestibule Training	Simulation Exercises
57	_____ involves putting sales personnel's in real life problem situations.	Role Play	Apprenticeship Training	Case Study	T-Group Training	Role Play
58	_____ this can goes a long way towards motivating employees.	Recognitions	Personal Rewards	Acknowledgement	Increment in salary	Acknowledgement
59	_____ selling is also referred to as relationship building se	Primary	Consultative	Original	Aggressive	Consultative
60	_____ selling style is about learning more about the clients' existing nee	Consultative Selling	Aggressive Selling	Product Oriented Selling	Need Oriented Selling	Need Oriented Selling
61	_____ selling style is where the sales representative stays highly focuse	Consultative Selling	Aggressive Selling	Product Oriented Selling	Need Oriented Selling	Aggressive Selling
62	_____ selling style is where the sales representative is more inclined tov	Consultative Selling	Aggressive Selling	Product Oriented Selling	Need Oriented Selling	Product Oriented Selling
63	_____ selling is working with your buyers in a joint process to identify ne	Transactional Selling	Collaborative Selling	Product Oriented Selling	Need Oriented Selling	Collaborative Selling
64	_____ selling is a sales strategy that involves focusing on quick sales wi	Transactional Selling	Collaborative Selling	Product Oriented Selling	Need Oriented Selling	Transactional Selling
65	Sensitivity Training is also known as _____.	Z-Group training	A-Group Training	T- Group Training	M-Group Training	T-Group Training
66	_____ method involves discussion of a problem without contradicting th	Teleconference method	Group discussions	Suggestion Schemes	Brainstorming	Brainstorming
67	Fringe benefits comes under _____ compensation.	Financial Rewards / Compensation	Non Financial Rewards / Compe	Sense of Accomplishment	Temporary	Financial Rewards / Compensation
68	Provident Fund comes under _____ income.	Motivational Income	Deferred Income	Current Income	Saving Income	Deferred Income
69	_____ is a direct monetary reward paid monthly for carrying out certai	Salary	Rewards	Appreciation	Recognition	Salary
70	_____ is a process that involves various steps or techniques that makes	Public Relations	Sales Management	Advertising	Recruitment	Sales Management
71	_____ structure: is one of the oldest and the simplest form of s	Line Sales Organisation	Line Matrix organisation	Line & Staff organisation	Advance organisation	Line Sales Organisation
72	A sales plan is a _____ document that outlines the business targets, resc	Implied	Routine	Strategic	Traditional	Strategic
73	Labour union is _____ factor affecting employee compensation.	Internal	External	Serious	Harmful	External
74	Job evaluation and performance appraisal is a _____ factor affecting em	Internal	External	Serious	Secondary	Internal
75	Effective combination plans offer a balance of incentive, control and _____	Availability	Flexibility	Coordination	Rigidity	Flexibility
Module - IV SALES PLANNING AND CONTROLLING						
76	The first step in sales planning is to clearly define the _____	Sales objectives	Sales Concept	Sales organisation	Sales Problems	Sales objectives
77	_____ is the process of estimating sales at the future period.	Sales planning	Sales forecasting	Sales future	Sales prediction	Sales forecasting
78	_____ is a sales goal set for a product line, company division or sa	Sales cost	Sales expenditure	Sales Quota	Sales budget	Sales Quota
79	The objectives of sales plan should be SMART, where 'M' stands for _____	Meaningless	Measurable	Misrepresentation	Measurement	Measurable
80	_____ is one of the methods of sales forecasting.	Vestibule	Past sales	Turnaround	NGT	Past sales
81	_____ is a limitation of sales forecasting.	Stable economic condition	Increase in consumer demand	Change in consumer preferer	Less Competition	Change in consumer preference
82	Sales budget and Sales Audit are the basic tools to control the efforts of _____	Sales Forecasting	Sales Auditing	Sales control	Sales planning	Sales control
83	The _____ is what management expects to sell and the revenues co	Sales coordination	sales budget	Sales controlling	Sales estimation	sales budget
84	Any kind of sales figures given to any particular person or region or distri	Sales figures	Sales Loss	Sales Quota	Sales Price	Sales Quota
85	Territorial estimate method is also known as _____.	Grassroots approach	Green grass approach	Root canal approach	Varied approach	Grassroots approach
86	In _____ method, the sales quota is determined by the sal	Sales employee	Sales organisation	Sales People Estimate	Sales budget	Sales People Estimate
87	_____ refers to a geographical area assigned to a salesman for th	Sales trends	sales review	Sales estimation	Sales territory	Sales territory
88	_____ factor determines sales territory.	Population	Priority	Reward	Employees	Population
89	_____ is information provided by clients about the product satisfi	Customers' documents	Customer strength	Customer Feedback	Customers' choices	Customer Feedback
90	Customer feedback is important for _____	Decide amount of share capital	Improve product and services	Organizing Finance	Exploiting consumers	Improve product and services
91	The _____ sales quotas are linked to selling costs with a realistic	Activity	Budget	Profit	Expense	Expense
92	ERP stands for _____.	Enterprise Resource Planning	Earning Resource Planning	Employee Resource Planning	Equity Resource Planning	Enterprise Resource Planning
93	_____ is one of the steps in a designing sales territory.	Defining product	Objectivity of Sales	Determine Market Potential.	Determining sales manage	Determine Market Potential.
94	_____ is a data mining technique that discovers the relationship be	Prediction	Association	Clustering	Classification	Prediction
95	_____ is one of the best-known data mining technique in sales	Agreement	Assistance	Association	Assertive	Association
96	Under _____ methods, two methods of estimating sales quota are	Past Performance	Sales people estimate	Composite	Grassroot Approach	Composite
97	Classification is a classic data mining technique in the sales management	Machine knowledge	Machine learning	Education learning	Machine activities	Machine learning
98	In _____ partners has to obtain talent, technical expert	E- channel	wholesaler	Retailer	E-net	E-channel
99	IT organisation can build multi-channel, and _____ distribution systems	Simple	Hybrid	Direct	Indirect	Hybrid
100	_____ enable companies to track sales data on daily basis	CRM	Earning Resource Planning	Management Information Sys	E- channel	Management Information Systems (MIS)