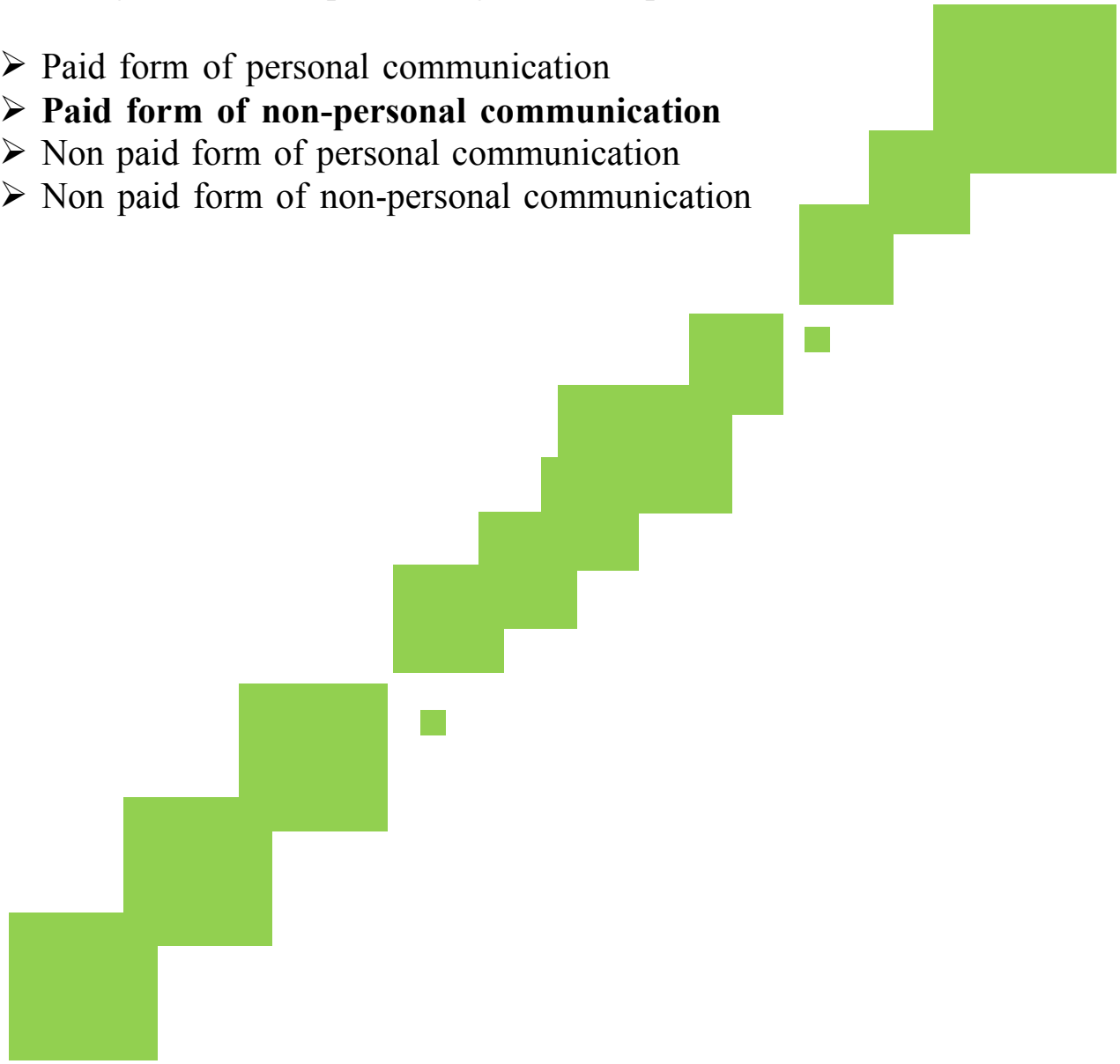
Fall 2008-2009 & 2010

MKT621- Advertising & Promotion (Session - 1)

Question No: 1 (Marks: 1) - Please choose one

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 (Marks: 1) - Please choose one
Following are the major benefits of advertising towards society, **EXCEPT**

- Creating employment opportunities
- Add style to the life of customers
- Enhance awareness about products
- **Presenting sugarcoated benefits and harms**

Question No: 3 (Marks: 1) - Please choose one
Which one of the following statements is **NOT** true about the concept of a customer?

- A customer and consumer is always the same thing - the terms are completely interchangeable
- Customers can be described as clients
- A customer doesn't necessarily consume the product that he/she has purchased
- **Industry can be described as customer of a university**

Question No: 4 (Marks: 1) - Please choose one
Which one of the following explains the course of a product's sales and profits over its lifetime?

- Dynamic Growth Curve
- Adoption Cycle
- **Product Life Cycle**
- Sales Chart

Question No: 5 (Marks: 1) - Please choose one
Forex advertising agency is providing ad copy and design services to its clients. Which type of agency it is?

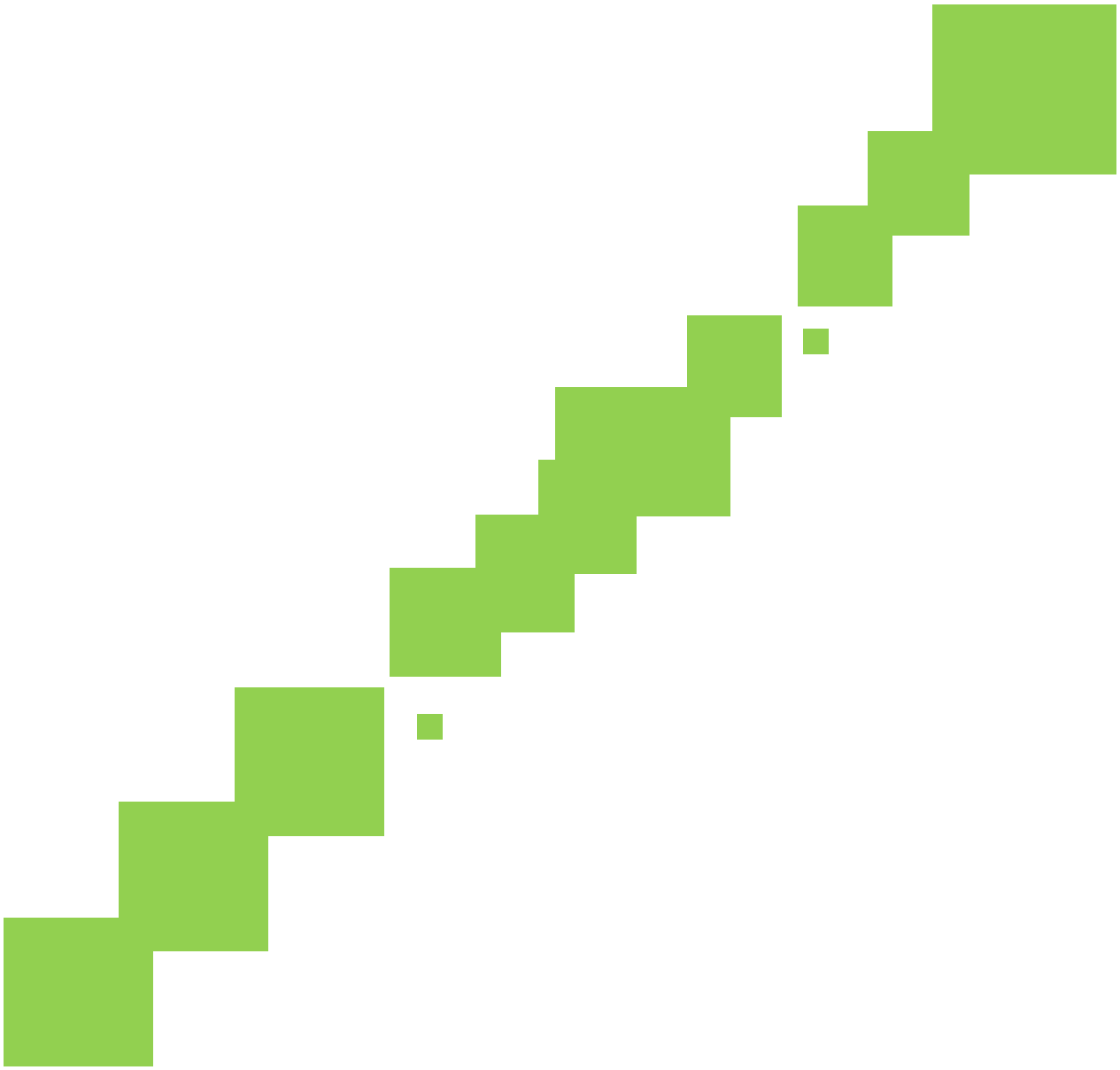
- **Creative agency-p 14**
- Full service agency
- A Composite agency
- Media Independent agency

Question No: 6 (Marks: 1) - Please choose one
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: 7 (Marks: 1) - Please choose one
Which one of the following tests is NOT used during "**Post Campaign Testing**"?

- Inquiry Test
- Sales Test
- Recall Test
- **Theatre Test**



Question No: 8 (Marks: 1) - Please choose one
All of the following are the functions of advertising, **EXCEPT**

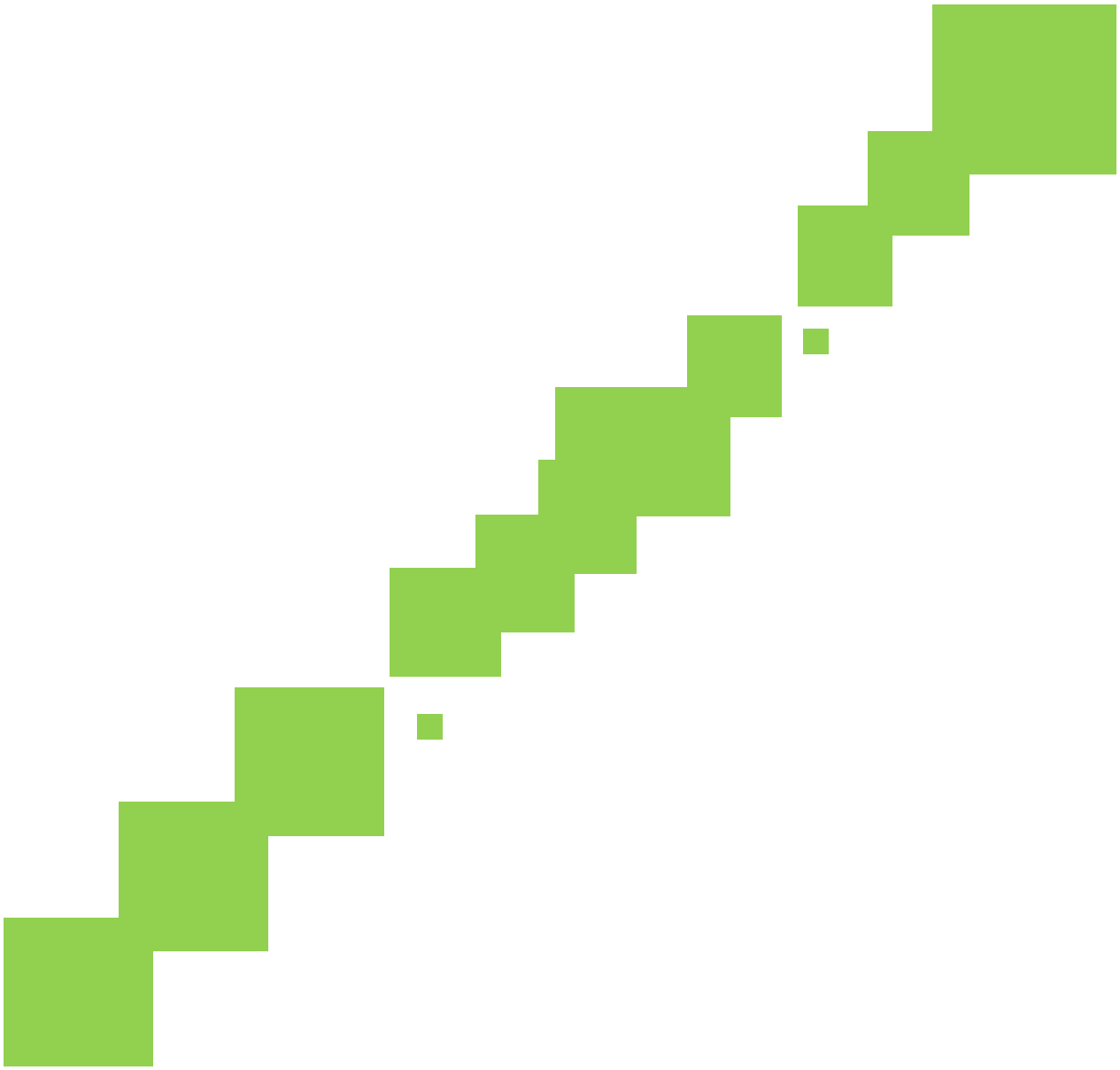
- To present the product distinct from others
- To spread a specific message
- To build brand recognition
- **Put forward irregular prompts-p 5**

Question No: 9 (Marks: 1) - Please choose one
In creative process, which one of the following steps helps you to put the problem out of your conscious mind and put the information to do the creative work?

- Immersion
- **Incubation-p49**
- Illumination
- Verification

Question No: 10 (Marks: 1) - Please choose one
Following are the tasks of a copywriter of an advertising agency EXCEPT:

- Discussing with clients
- Consulting creative team
- Analyzing marketing data
- **Scrutiny the media vehicle**



Question No: 11 (Marks: 1) - Please choose one
Which one of the following is an advantage to advertise in a newspaper?

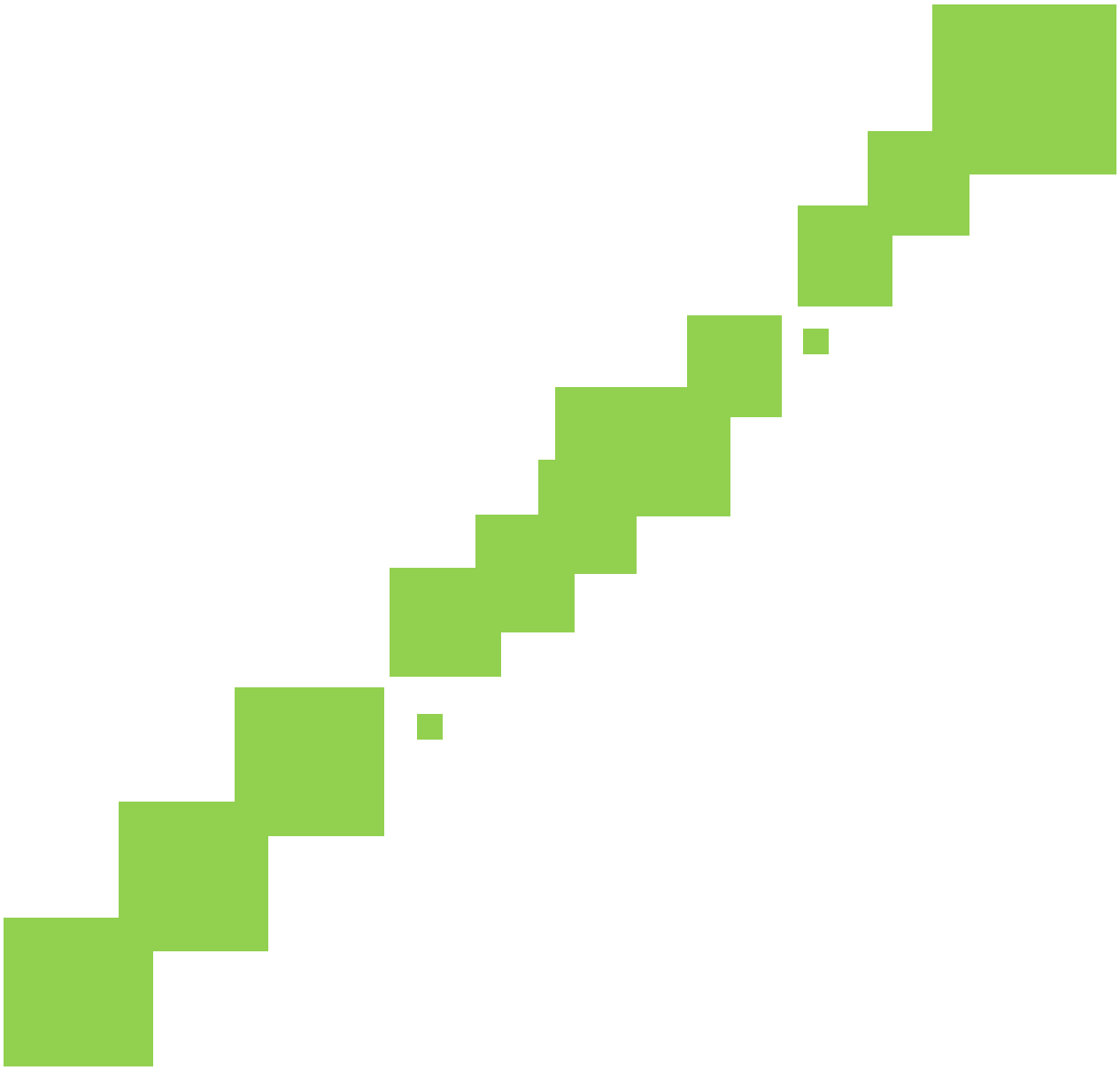
- **All of the given options**
- Flexibility
- Low Cost per advertisement
- Coverage in remote areas

Question No: 12 (Marks: 1) - Please choose one
Which of the following methods can be used to measure the radio audience?

- **All of the given options**
- Coverage
- Number of listeners
- Timings of programs

Question No: 13 (Marks: 1) - Please choose one
In online advertising, an ad that appears in a window on your screen while waiting for web page to load is called?

- **Interstitial-p66**
- Banner
- Ad Views
- Button ad



Question No: 14 (Marks: 1) - Please choose one
All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as:

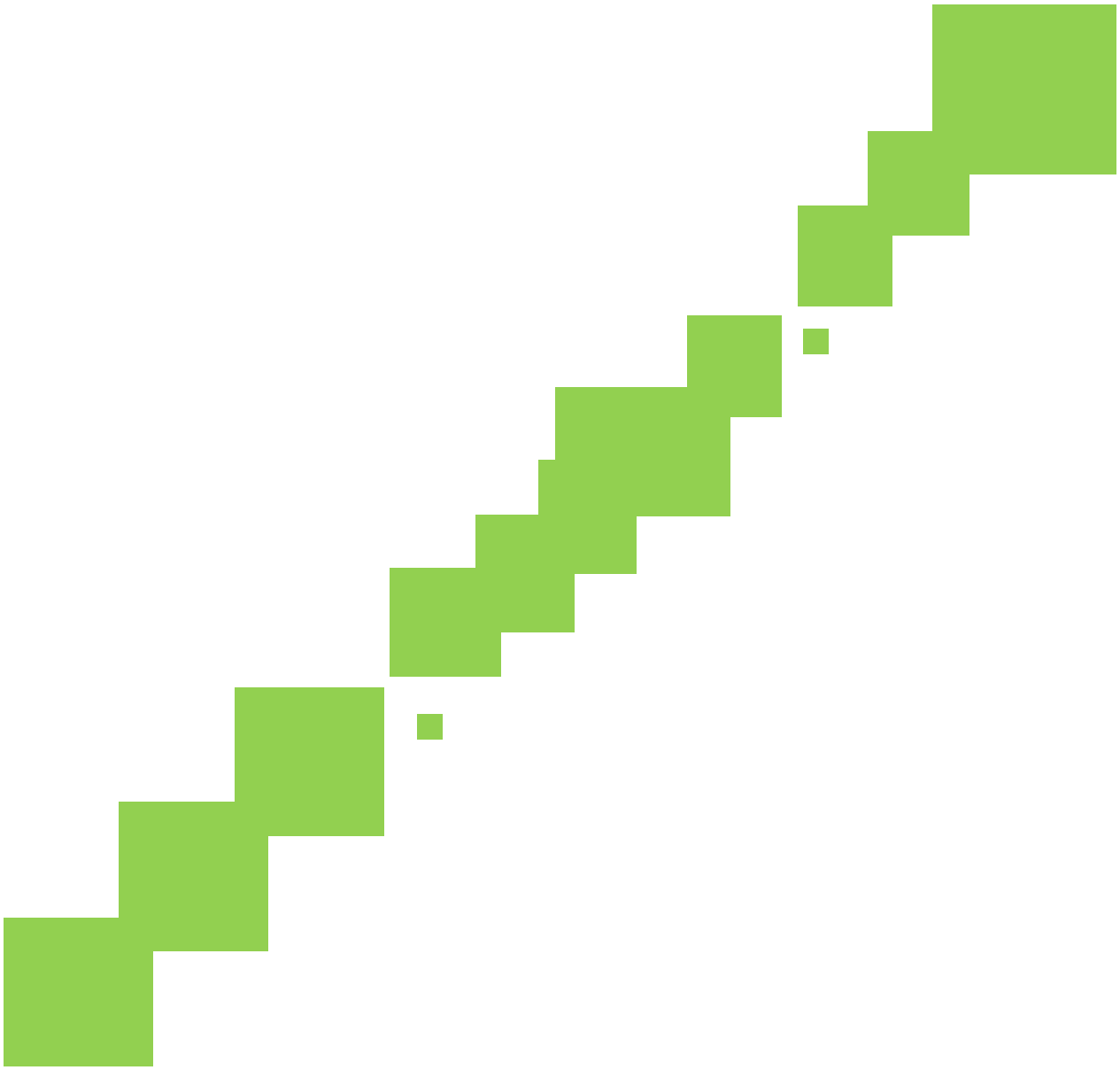
- Sponsorship
- **Advertising-p70**
- Direct mailing
- Sales promotion

Question No: 15 (Marks: 1) - Please choose one
What is the primary advantage of telemarketing as a direct-response approach?

- Personal
- Flexibility
- Visualization
- **Cost**

Question No: 16 (Marks: 1) - Please choose one
Direct marketing is considered more cost effective as compare to other promotional tools. Which of the following direct marketing medium leads in terms of expenditures, sales and employment?

- **Direct mail and catalogs**
- Telephone
- Television
- Online



Question No: 17 (Marks: 1) - Please choose one

Which one of the following statements can be true about outdoor advertising?

- **Outdoor advertising is most effective for informational advertising.**
- Outdoor advertising has a local market focus.
- Outdoor advertising is most effective for pioneering advertising.
- Outdoor advertising is unaffected by legal restrictions.

Question No: 18 (Marks: 1) - Please choose one

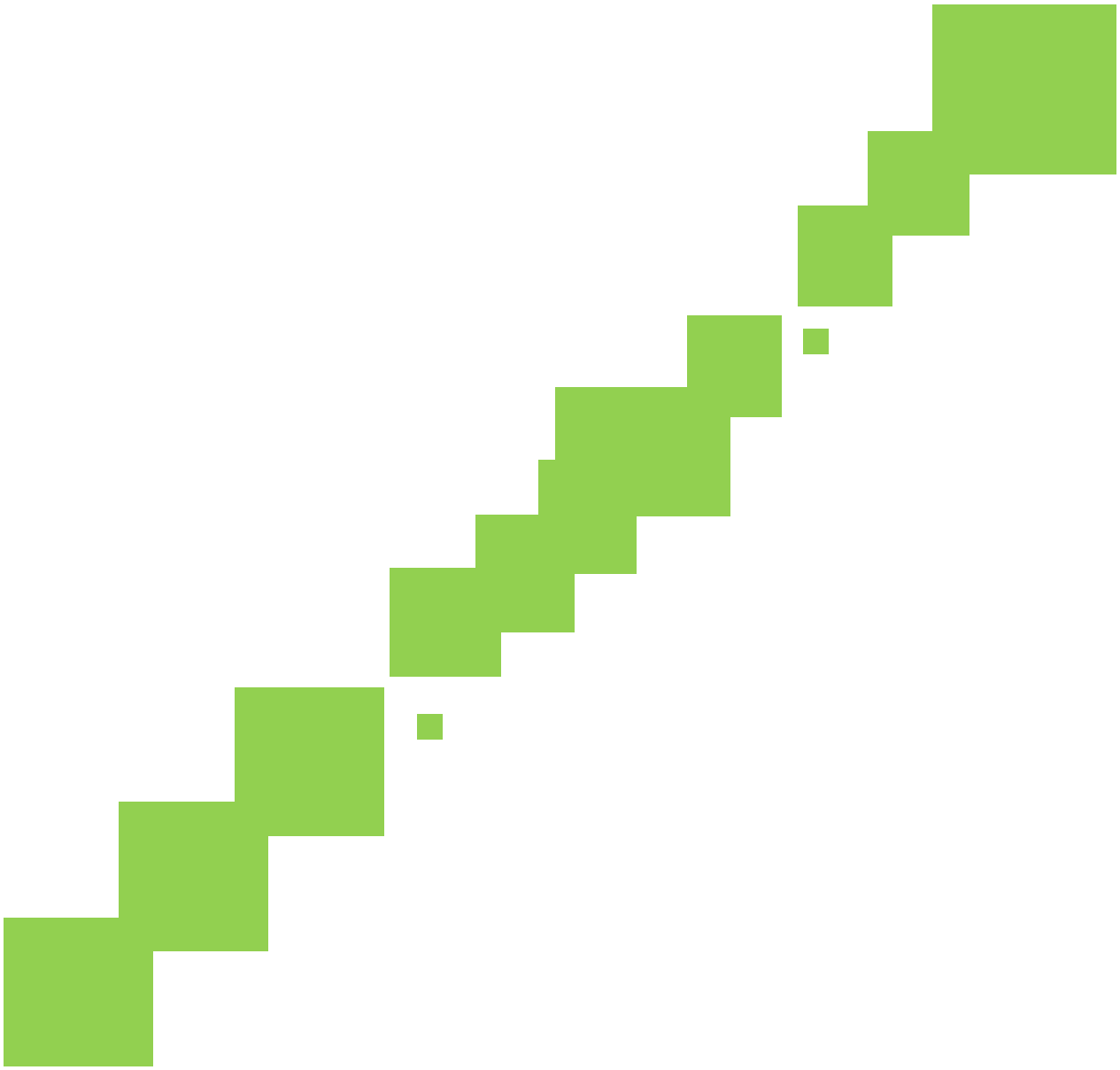
A key difference between advertising and publicity is that:

- Advertising is personalized promotion and publicity is mass promotion.
- Advertising is presented through the media and publicity is not.
- Advertising is paid communication and publicity is free of cost. (doubted)
- Advertising is always positive and publicity is always negative.

Question No: 19 (Marks: 1) - Please choose one

Which of the following attributes fabricate a cultural environment?

- Population income, monetary regulations, behavioral patterns
- Language, customers, amount of bureaucracy
- **Language, religion, values, attitudes**
- Population income, religion, Language, attitudes



Question No: 20 (Marks: 1) - Please choose one
You are attending a seminar where different musicians share frequent needs in music industry. If your company plans to serve this group, then this group will be your potential _____.

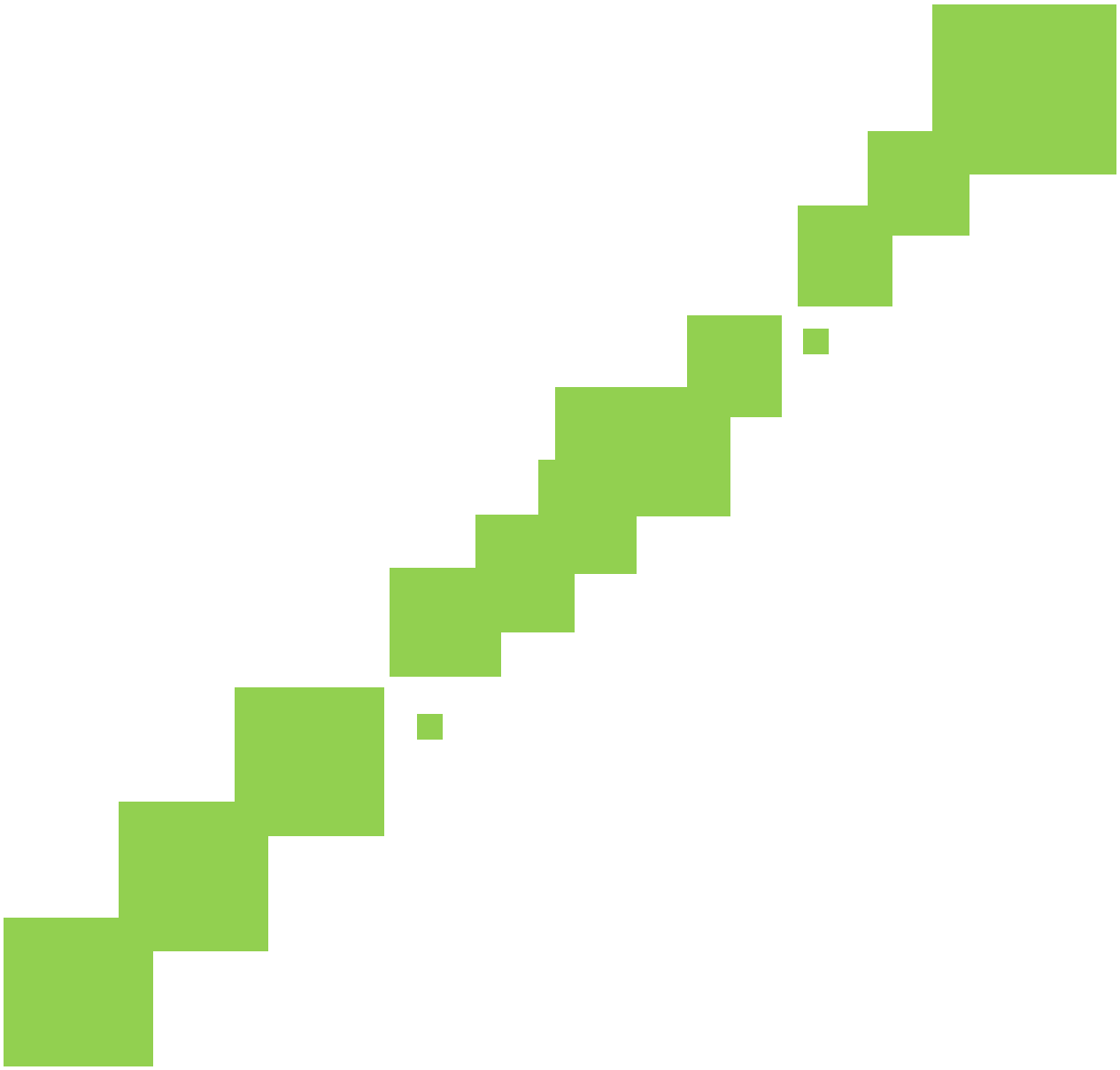
- SBU
- **Target market-p8**
- Strategic Grid
- Business Profile

Question No: 21 (Marks: 1) - Please choose one
MGM's has segmented its market for its sandwiches based on characteristics such as age, gender and income. The company is following which segmentation strategy?

- **Demographic-P5**
- Geographic
- Psychographic
- Behavioral

Question No: 22 (Marks: 1) - Please choose one
ABC Oil Company has contracted with Pakistan State Oil for the supply of oil for five years. It is an example of which of the following?

- **Business to business marketing**
- Business to consumer marketing
- Consumer to consumer marketing
- International marketing



Question No: 23 (Marks: 1) - Please choose one
Which of the following is **NOT** a requirement for setting advertising objectives?

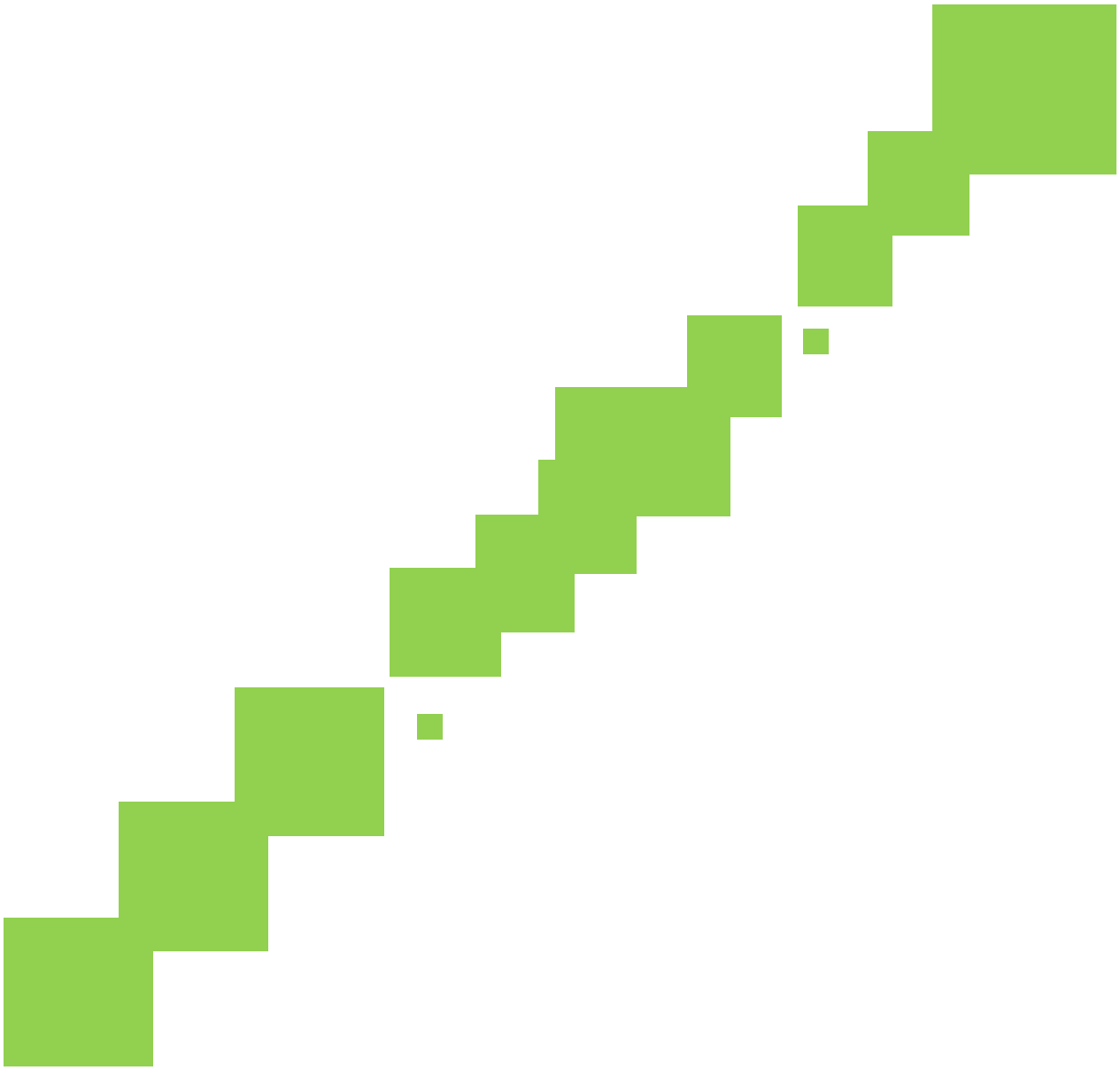
- **Objectives must be stated in terms of profits.**
- Objectives must specify the amount of change.
- Objectives must be realistic.
- Objectives must be clear and in writing.

Question No: 24 (Marks: 1) - Please choose one
Which of the following can be quality/qualities of an account executive in an advertising agency?

- Humble, Soft Spoken and Concentrate
- Ability to develop a team and to get the best out of it
- good Have contacts and friendly relationship with the clients
- **All of the given options**

Question No: 25 (Marks: 1) - Please choose one
An advertising agency may lose its clients due to which of the following reasons?

- The employees forget that they are working for client not for company
- **When agency fails to sustain the effective level of communication**
- Client does not want creative advertising but company insists continuously
- Clients traditionally change advertising agencies, so loosing client is ordinary



Question No: 26 (Marks: 1) - Please choose one

_____ unlike advertising or sales promotion involves a direct relationship between buyer and seller.

- Publicity
- Personal selling
- Public Relations
- **All of the given options**

Question No: 27 (Marks: 1) - Please choose one

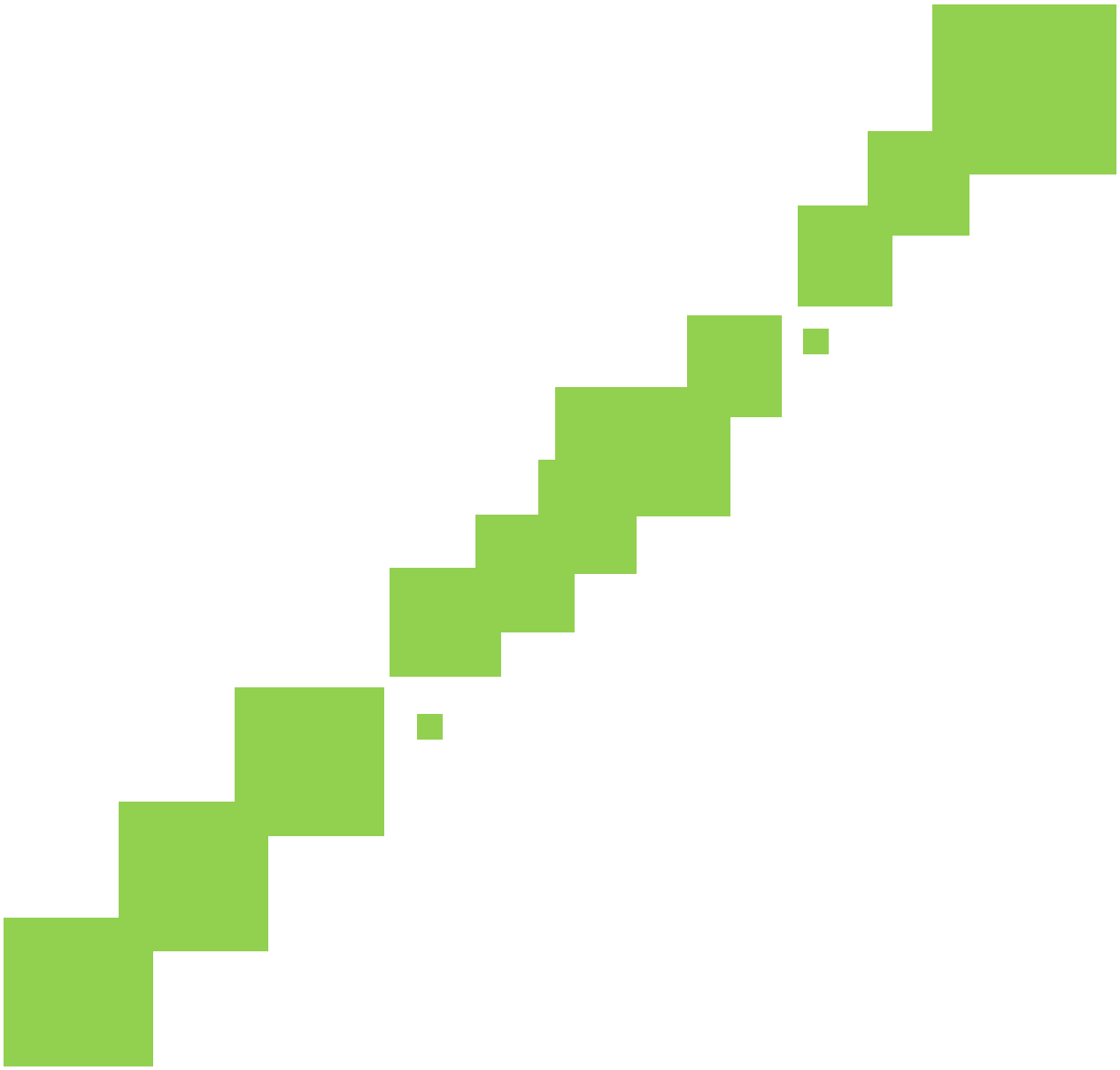
Which of the following are components of a print ad?

- Signature, copy, and illustration
- **Headline, signature, copy, illustration**
- Headline, signature, copy, illustration, slogan
- Headline, copy and signature

Question No: 28 (Marks: 1) - Please choose one

Which one of the following medium has the ability to change the ad-copy very quickly?

- Magazine
- Radio
- **Newspaper-p59**
- TV



Question No: 29 (Marks: 1) - Please choose one
Which one of the following is the highest advertising rate, when an ad is executed on TV for a short time?

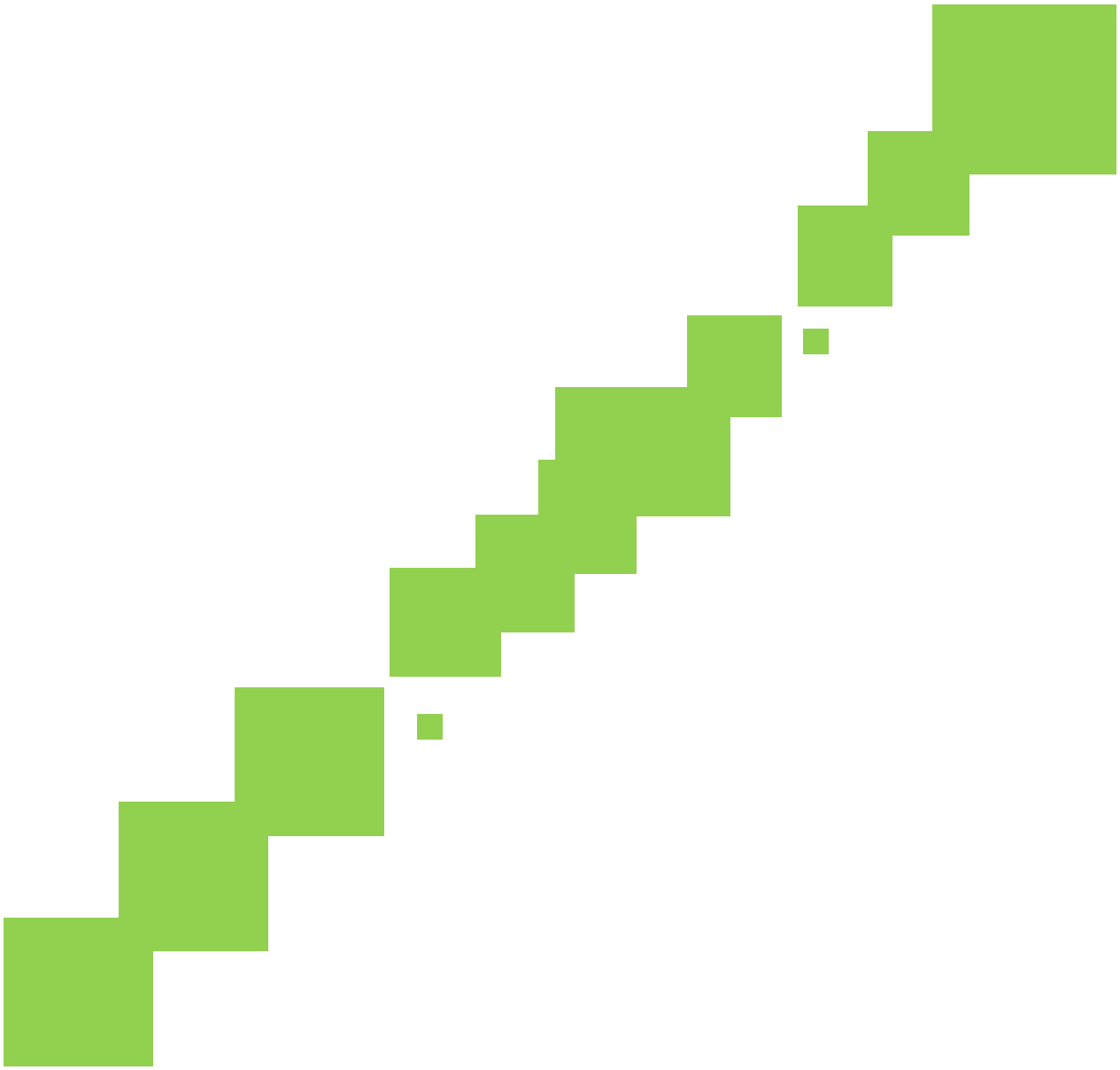
- **Flat rate**
- Adjusted rate
- Transient rate
- Premium rate

Question No: 30 (Marks: 1) - Please choose one
Which type of sales promotional offer is used when a manufacturer places one tiny bottle of shampoo in a bag and hangs it in front of each household door?

- A Deal
- A Premium
- **A Sample**
- A Point-of-Purchase

Question No: 31 (Marks: 1) - Please choose one
Which of the following is an example of outdoor advertisement?

- Wall clock with imprinted logo in a company' office
- **Poster pasted on the interior wall of a bus**
- Bunting hanging in a seminar room
- Pamphlet given to you in the waiting room of airport



Question No: 32 (Marks: 1) - Please choose one
Which one of the following is NOT an example of outdoor advertisement?

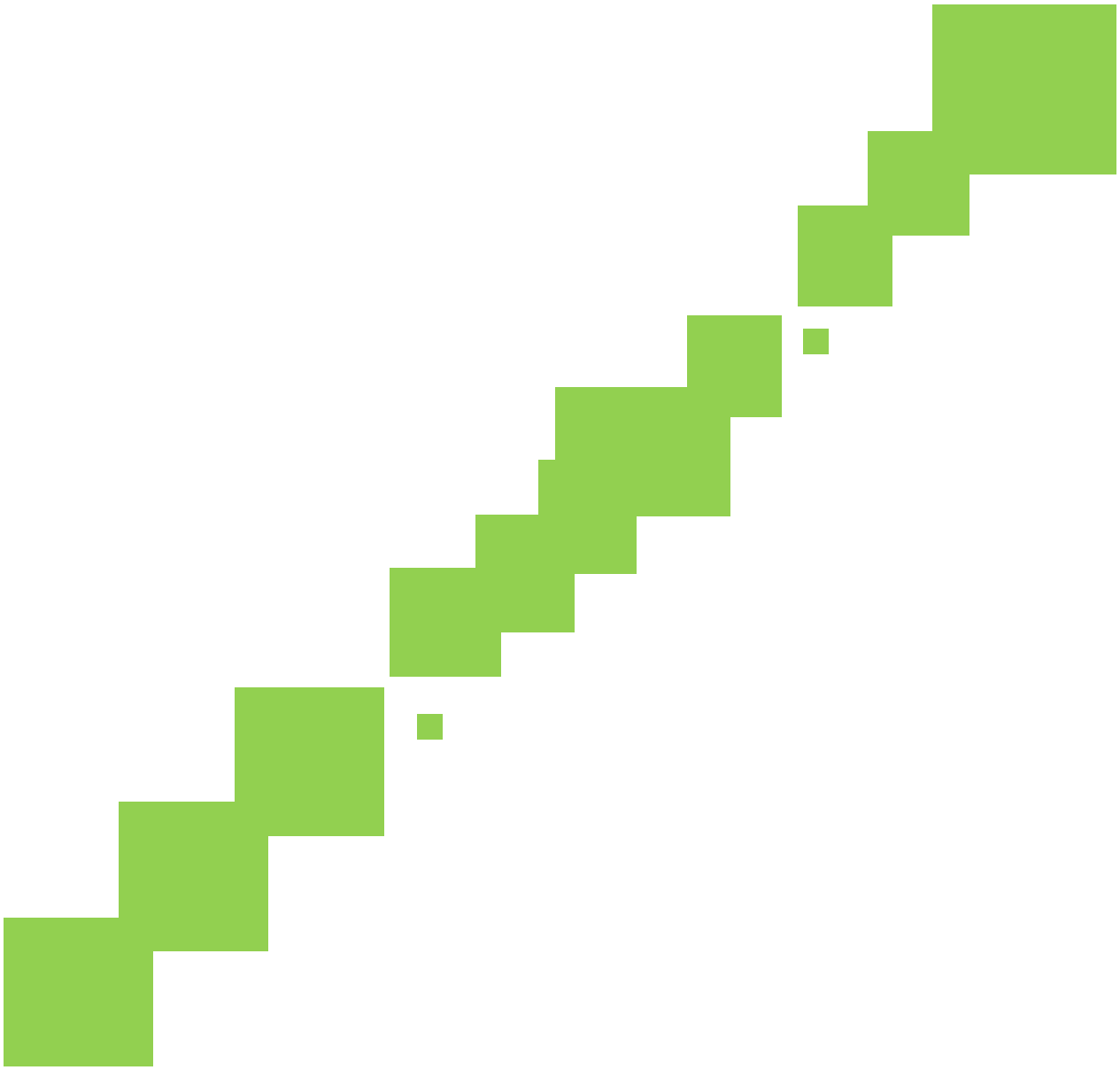
- Transit advertisement
- Out-of- home advertisement
- Mobile Billboards
- **Point of Purchase advertisement**

Question No: 33 (Marks: 1) - Please choose one
Which one of the following is an important factor helpful in the selection of a medium for advertisement?

- Cost
- Reach
- Popularity of medium
- **All of the given options**

Question No: 34 (Marks: 1) - Please choose one
Which of the following media can create more sense of excitement among audiences for a chocolate ad?

- Newspaper
- Billboard
- Magazine
- **TV**



Question No: 35 (Marks: 1) - Please choose one
Which one of the following is best, when a company wants to convey detailed information about the product such as price, percentage discounts & product features?

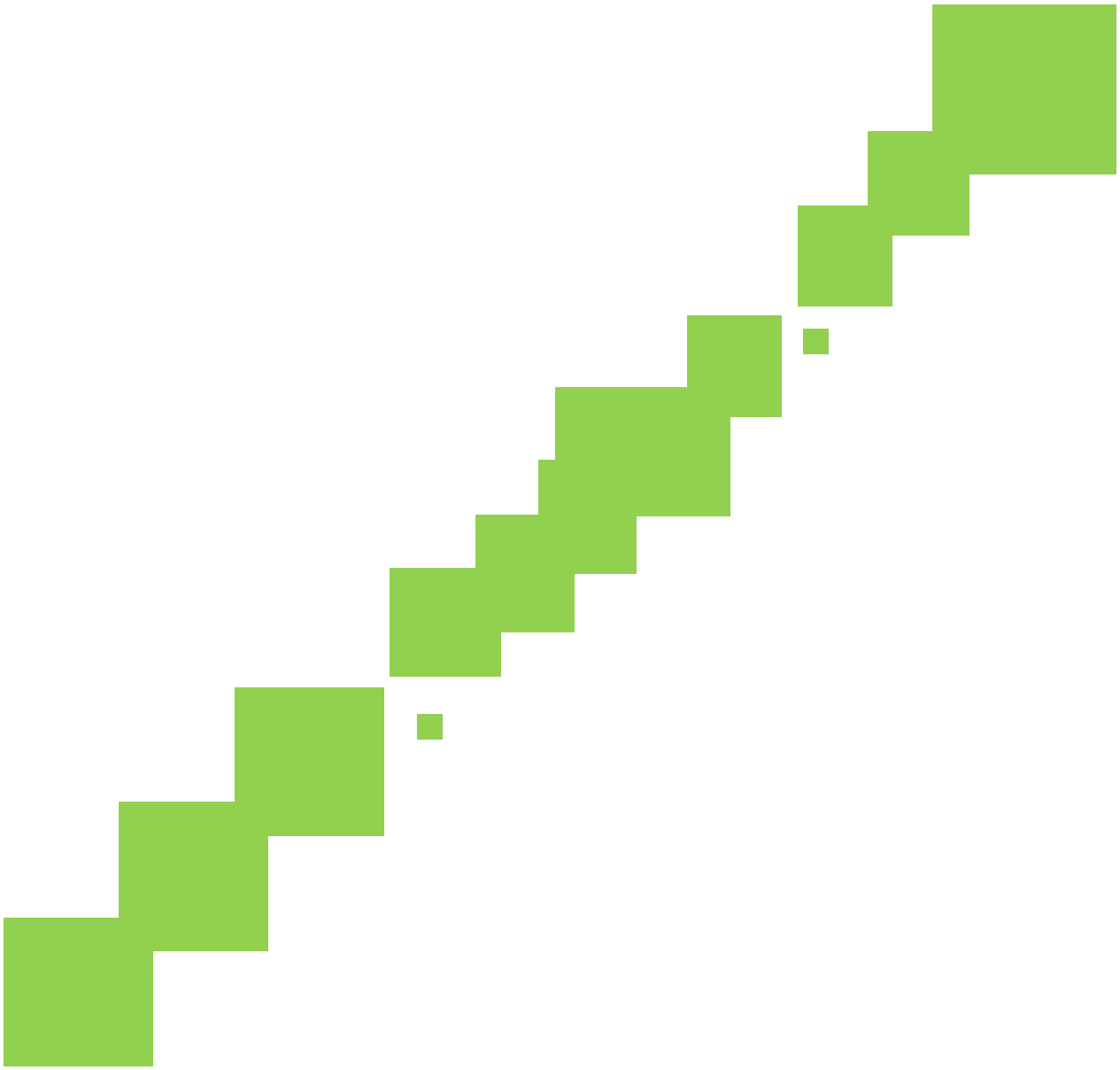
- Newspaper
- Billboard
- Radio
- **TV**

Question No: 36 (Marks: 1) - Please choose one
The ad of which of the following products is best example of seasonal advertisement?

- Milk
- Shampoo
- Energy Saver bulb
- **Coffee**

Question No: 37 (Marks: 1) - Please choose one
What are the objectives of the salesperson in providing after-sale service?

- **Delivery or installation of the product or service that meets or exceeds customer expectations**
- Immediate follow-up calls and visits to address unresolved or new concerns
- Reassurance of product or service superiority through demonstrable actions
- To improve customer service through satisfaction



Question No: 38 (Marks: 1) - Please choose one
Which one of the following is the characteristic of a good brand?

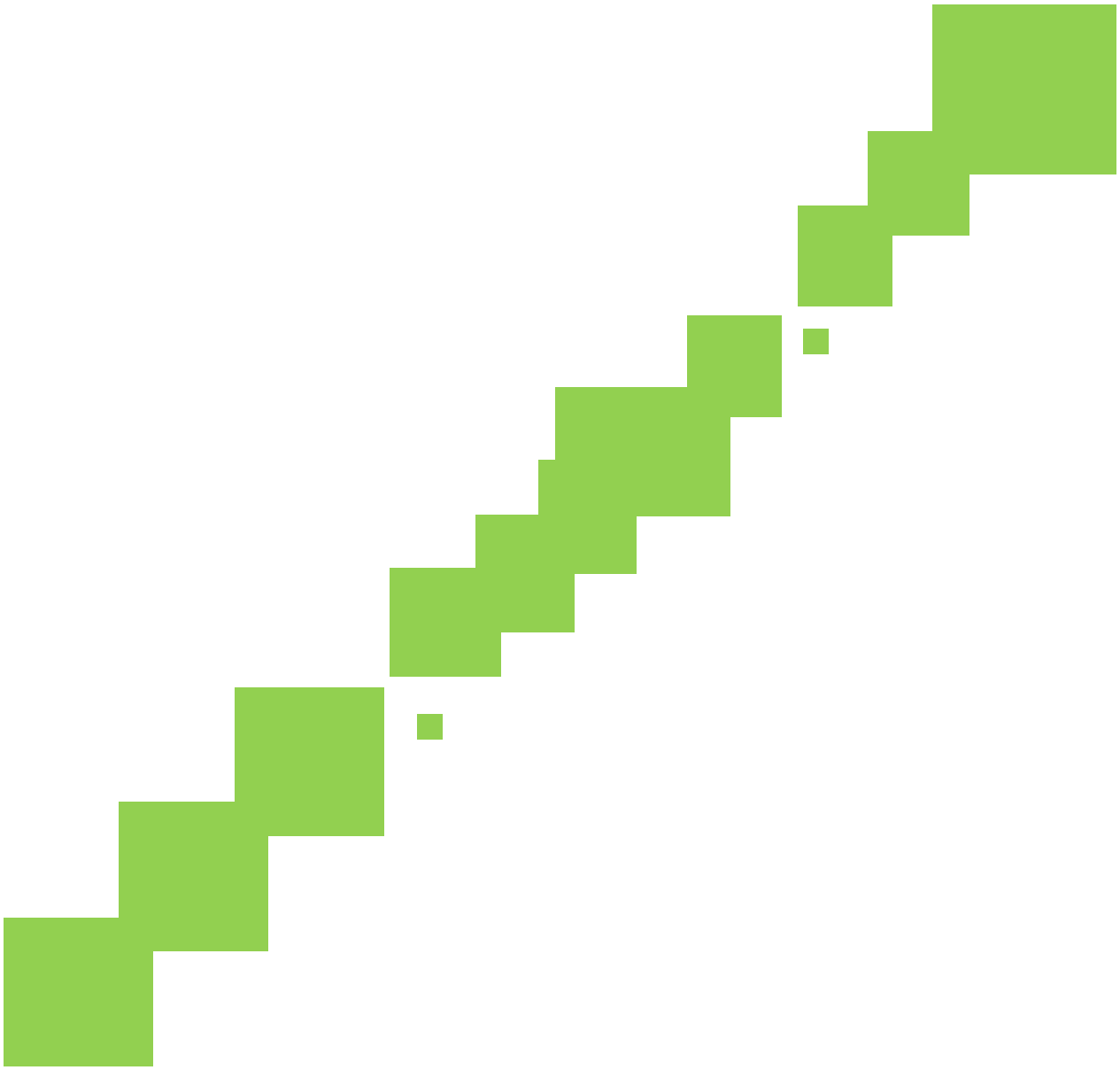
- **Distinctive and easy to remember**
- Include company s name
- Latest technology
- Appeal to young people

Question No: 39 (Marks: 1) - Please choose one
Which of the following is important when you are considering the notion of brand values?

- Difference between benefits and Quality
- Difference between benefits and Service
- Difference between benefits and features
- **All of the given options**

Question No: 40 (Marks: 1) - Please choose one
Which one of the following can better define the brand equity?

- Profit remaining after deducting production costs
- Financial value of a brand based on associated good will
- Brands which do not harm the environment
- **Good value products**



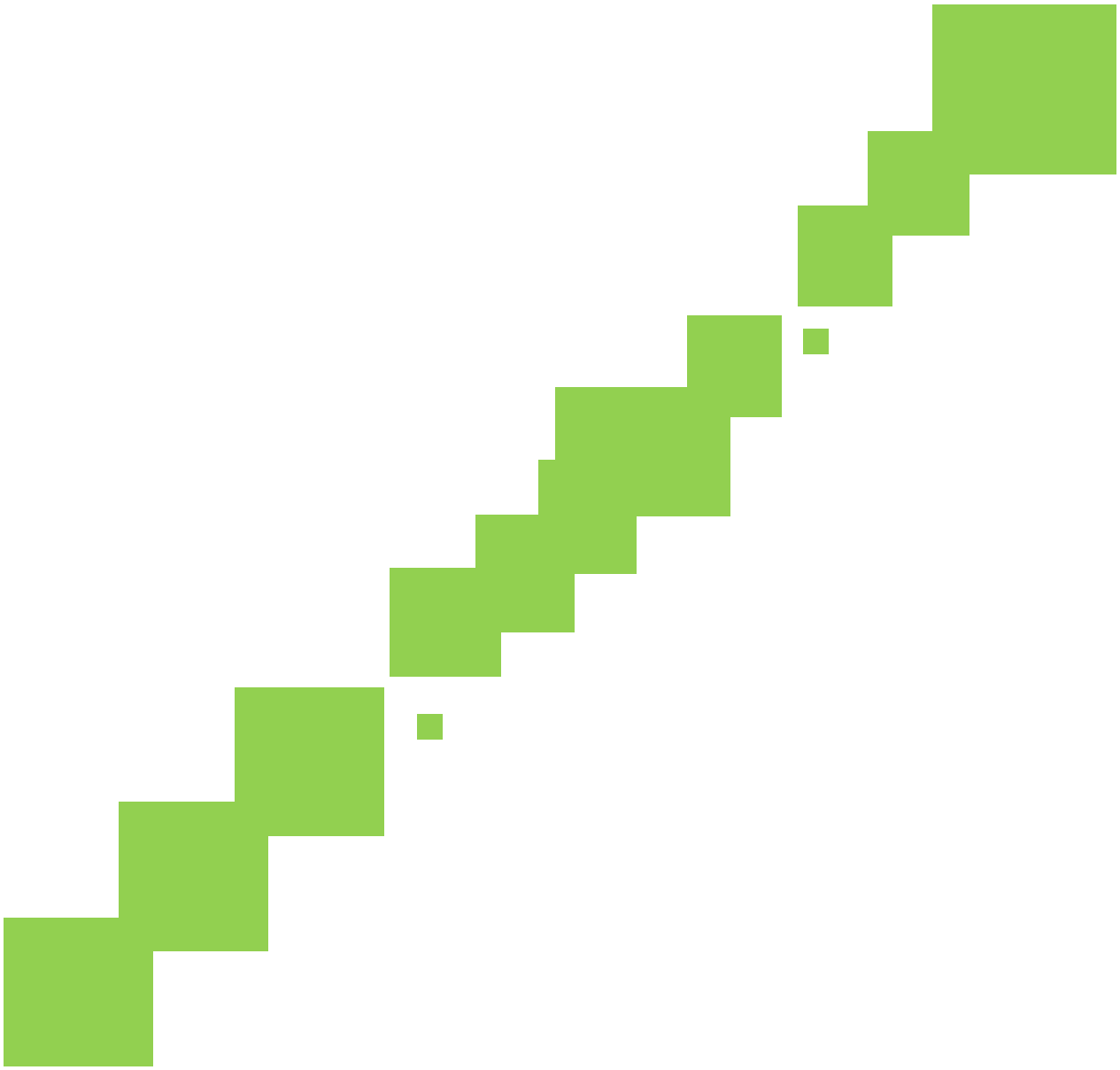
Question No: 41 (Marks: 1) - Please choose one
Promotional advertising related to:

- Mass advertising
- Targeted advertising
- **An effort to create a positive image**
- An effort to increase sales

Question No: 42 (Marks: 1) - Please choose one
Which of the following statements about objections during a sales presentation is **TRUE**?

- Objections are typically best handled by ignoring them
- A good salesperson only allows objections to be raised once the sales presentation is concluded
- **Objections can arise at any time during the sales presentation**
- In handling an objection, a salesperson should be willing to challenge the prospect's opinion and experience

Question No: 43 (Marks: 3)
Your company may have regular customers, occasional customers, or forced customers.
However, the chance to create loyalty will be more if you have customers that are more regular. How will you create loyalty among your regular customers?

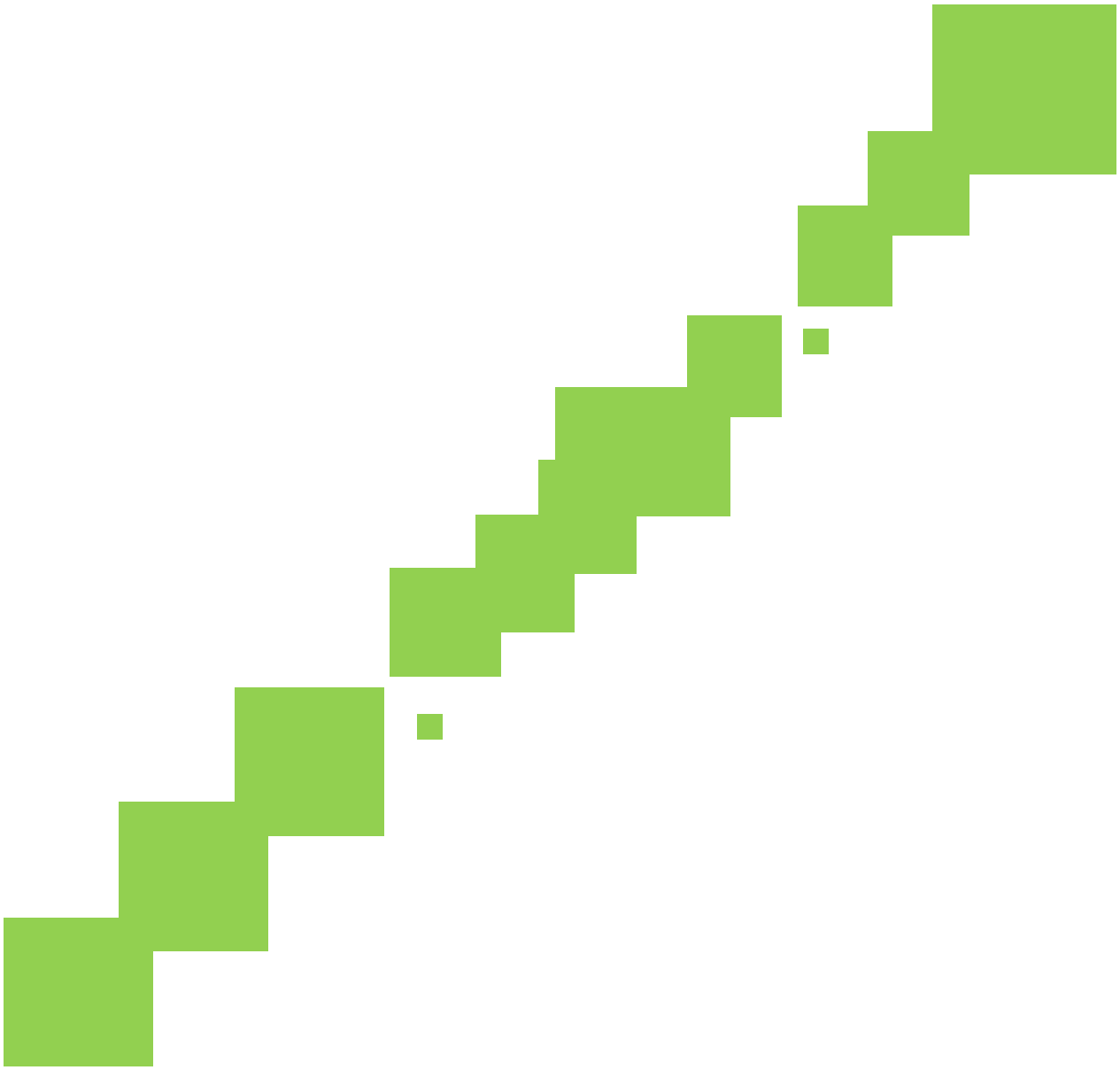


Question No: 44 (Marks: 3)
For you, a logo of a company is a differentiating element that highlights distinctive identity of the company among competitors. Describe what should be considered as basic ingredients to design a good logo?

In the world of design and advertising corporate identity refers to your logo and all related items identifying your company such as Letter Heads, Business Cards, Vehicles and Store Signs etc.
Corporate identity is not advertising yet as it is a highly visible expression of your positioning, it greatly affects the impact of your advertising.
A corporate identity program is a set of standards established to govern the look of all identity items and such identity programs covers, logo design, colors, typefaces, placement of graphics and size relationships between your logo and other graphic or copy elements. Having a corporate identity program and spelling out your standards determines the way you want to identify your product or company.

Question No: 45 (Marks: 3)
In Maggi Nodels advertisement on TV, which ingredients they use to make a Successful ad?

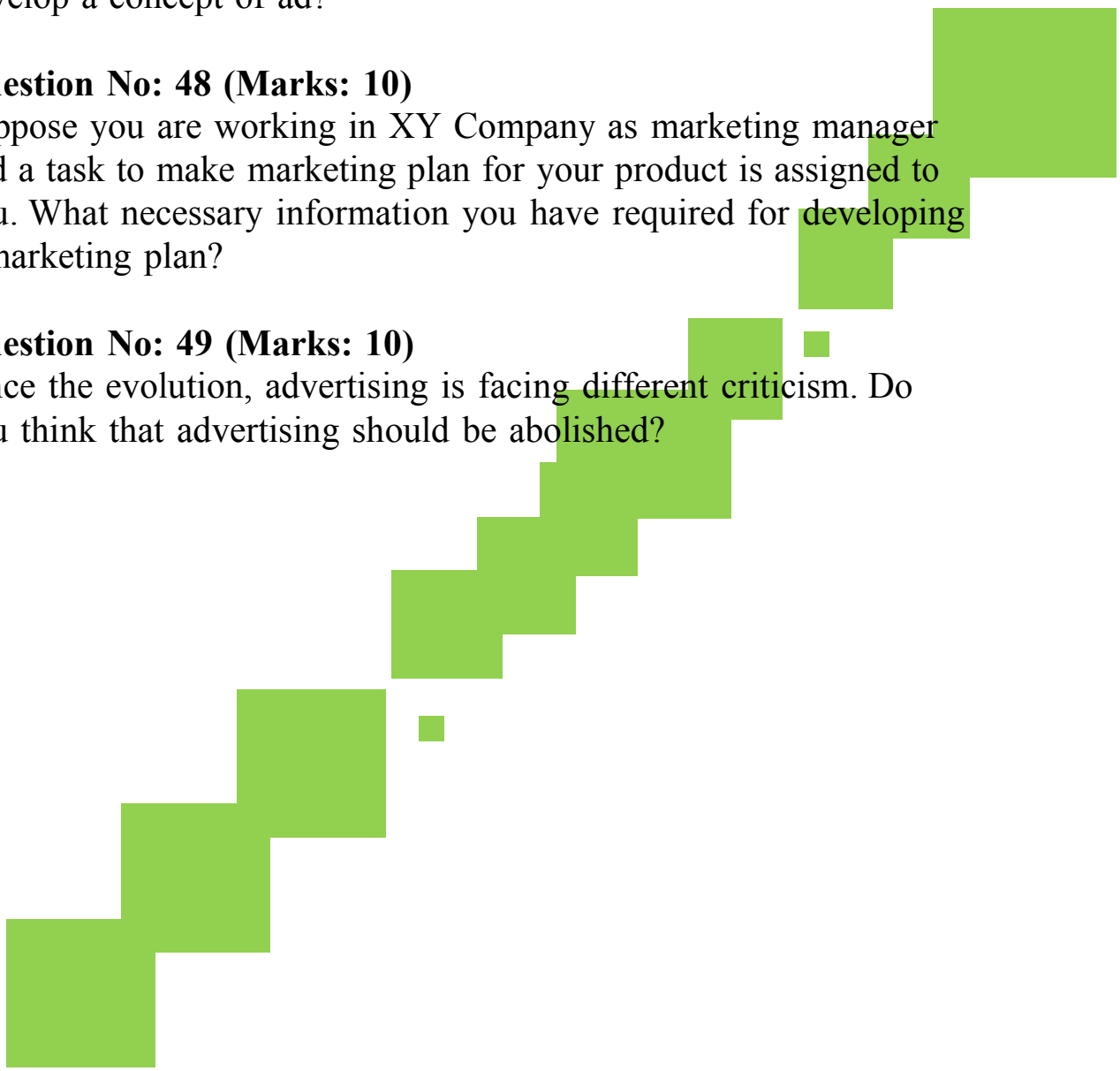
Question No: 46 (Marks: 5)
In 21st century, online advertising become modern advertising technique for most of the Firms. Describes the reasons why a firm is in favor of online advertising.

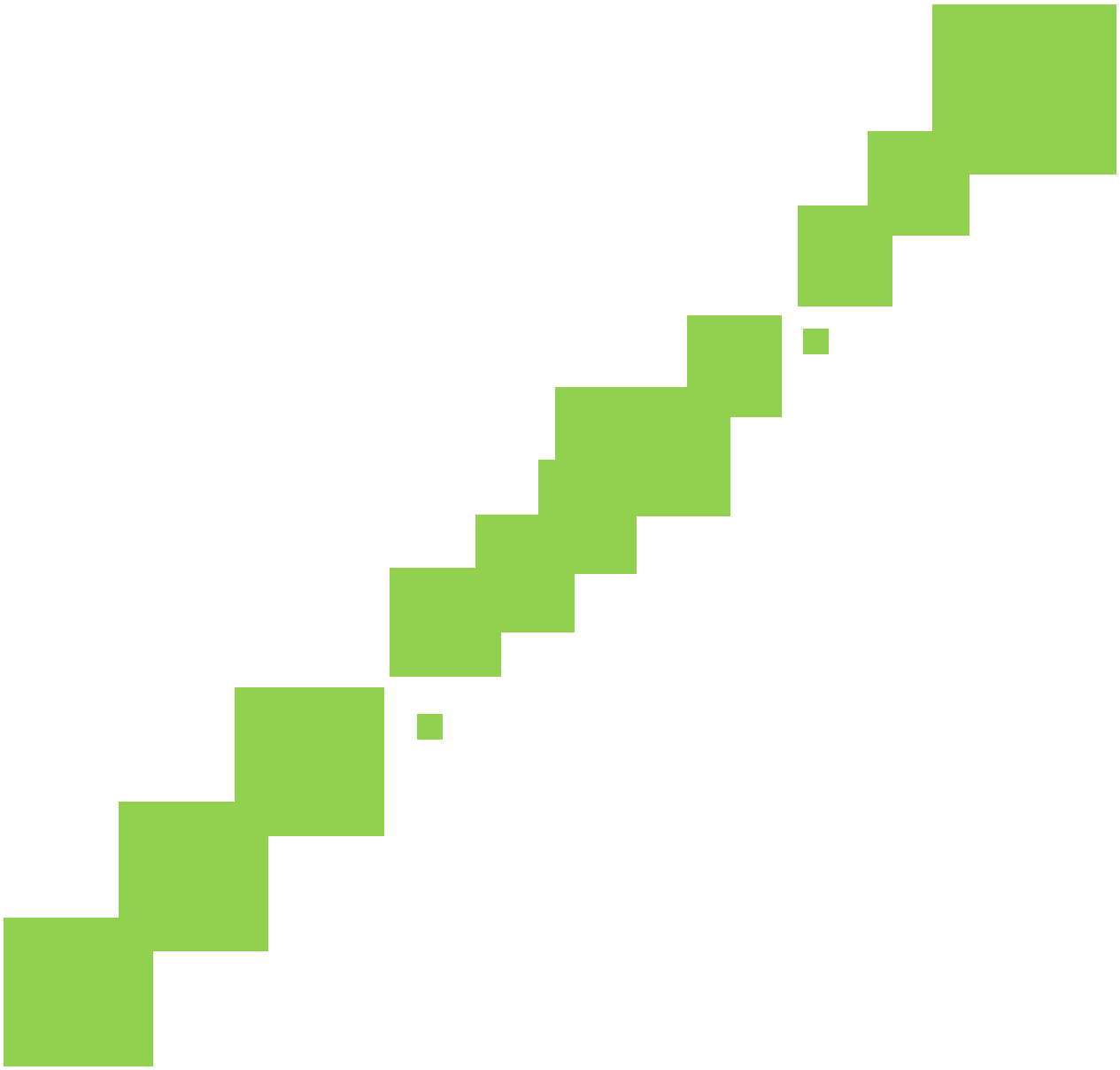


Question No: 47 (Marks: 5)
Why market trend and competitor s activity is important in order to develop a concept of ad?

Question No: 48 (Marks: 10)
Suppose you are working in XY Company as marketing manager and a task to make marketing plan for your product is assigned to you. What necessary information you have required for developing a marketing plan?

Question No: 49 (Marks: 10)
Since the evolution, advertising is facing different criticism. Do you think that advertising should be abolished?



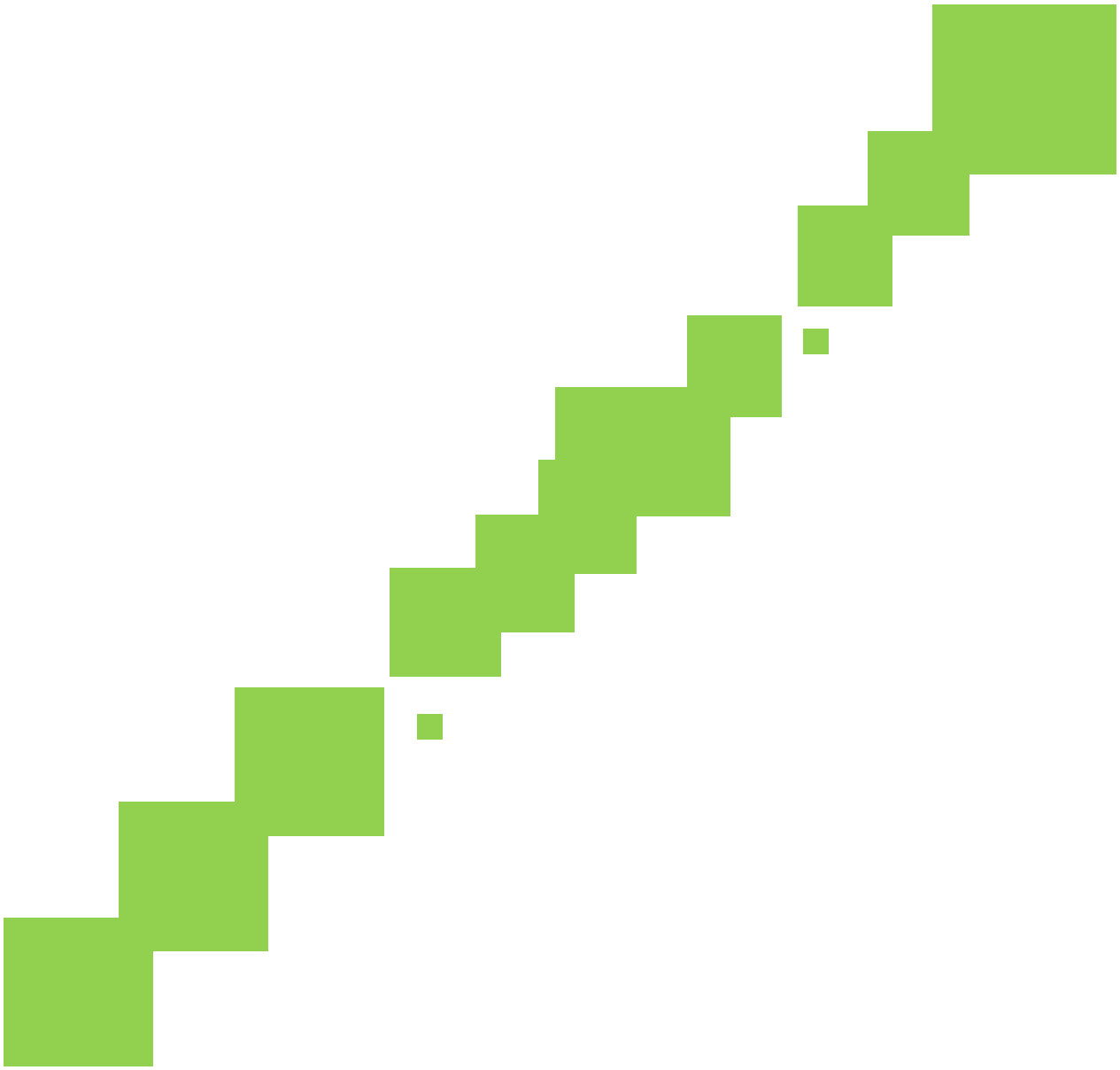


FINALTERM EXAMINATION
fall 2008
MKT621- Advertising & Promotion
(Session - 2)

Question No: 1 (Marks: 1) - Please choose one

ABC manufactures processor and advertises its product for Del and HP computers. It is an example of which of the following.

- Interactive Advertising
- Retail or Local Advertising
- Institutional Advertising
- **Business to Business Advertising**



Question No: 2 (Marks: 1) - Please choose one
Which one of the following puts different pieces of information together in a creative process?

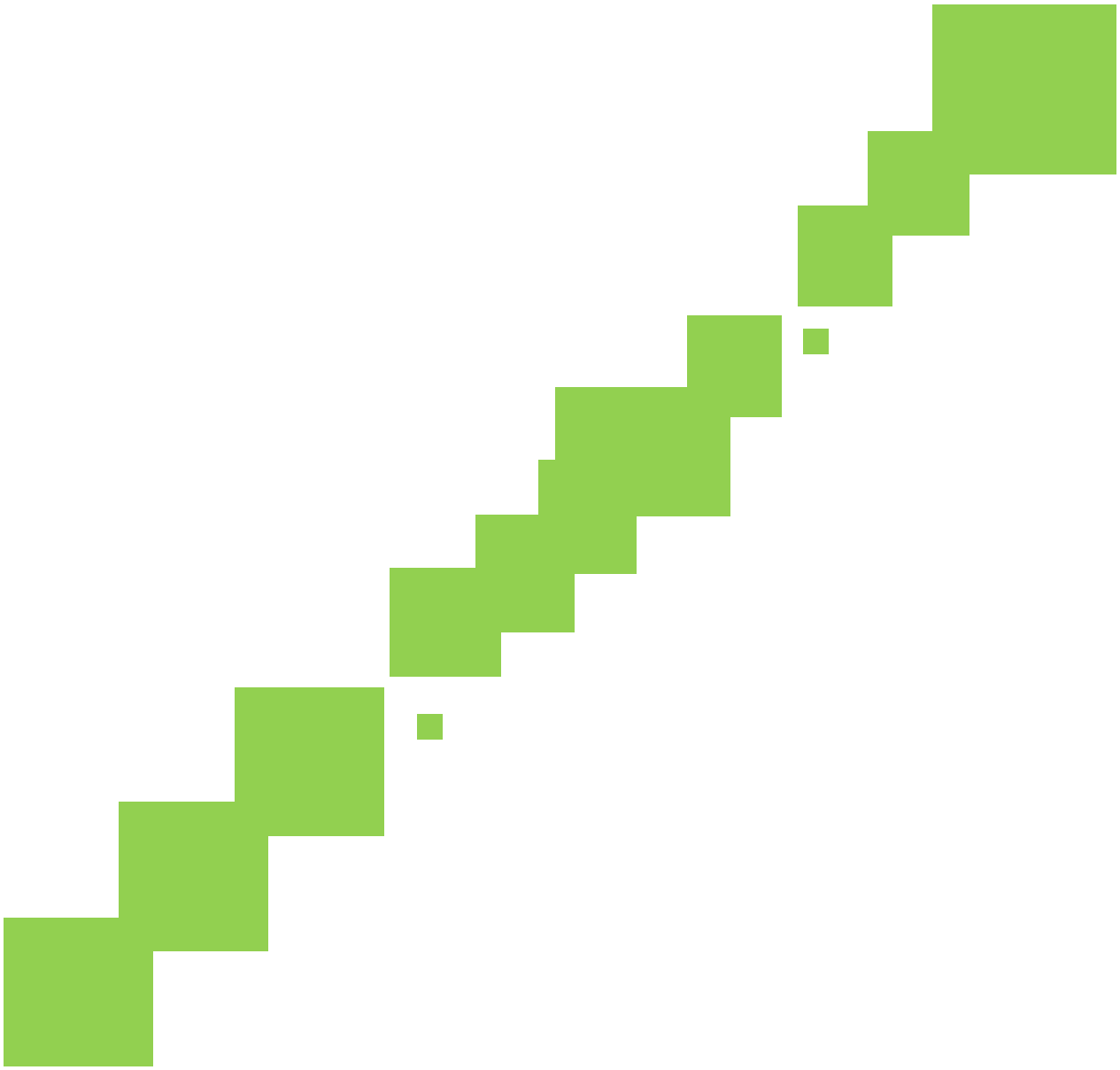
- Orientation
- Ideation
- Incubation
- **Synthesis.page20**

Question No: 3 (Marks: 1) - Please choose one
Which one of the following is called the activity based and objective oriented approach of budgeting?

- Market Share Approach
- Top Down Approach
- **Bottom up Approach.page-25**
- Ratio Approach

Question No: 4 (Marks: 1) – Please choose one
Which one of the following methods is used for pre-testing of a TV and Radio advertisement?

- Direct Questioning
- Order of merit test
- Paired comparison tests
- **Central location test.page-30**



Question No: 5 (Marks: 1) - Please choose one
Which one of the following is referring to encoding of a message for communication?

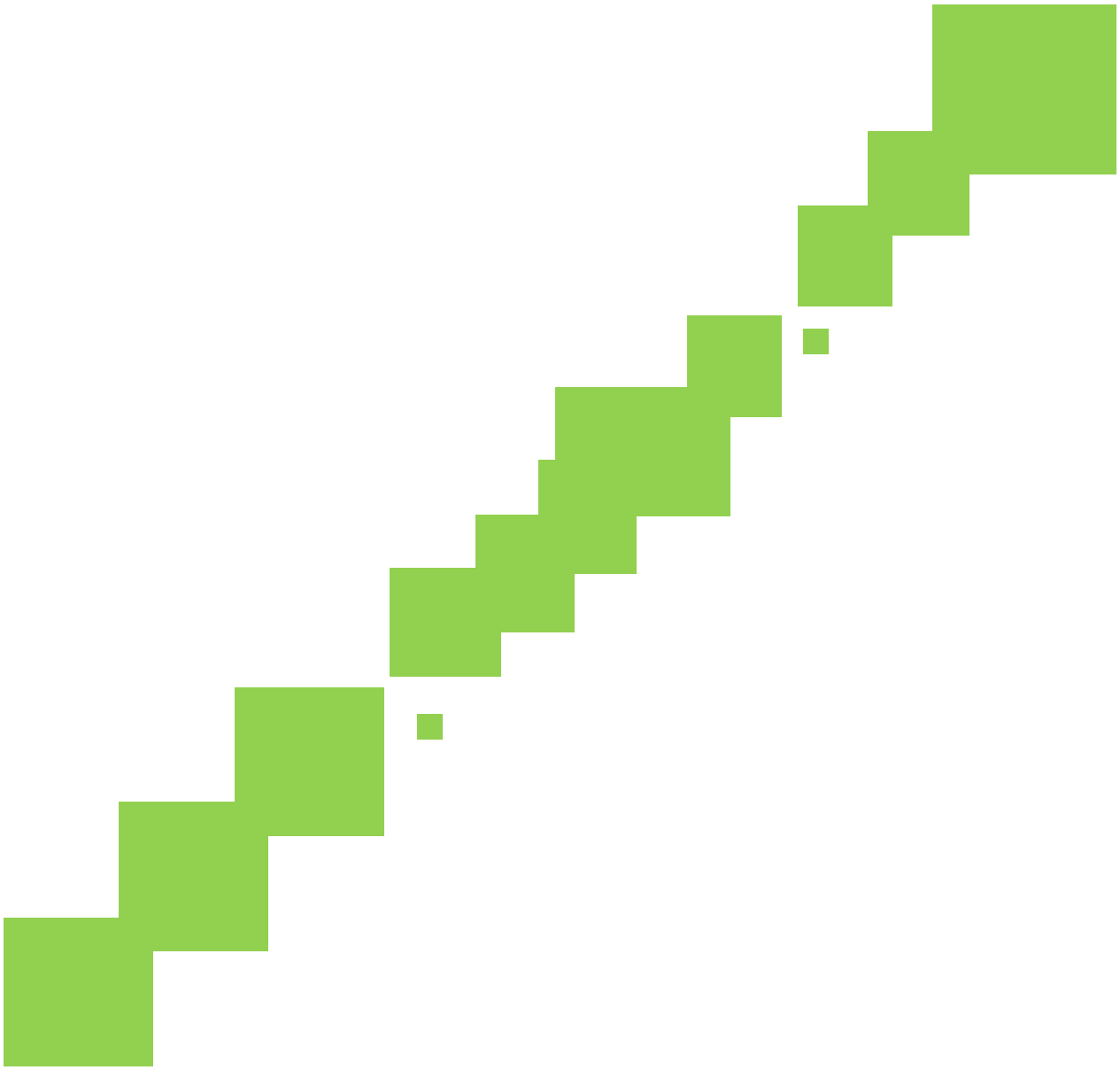
- **Receiving a message with a common field of experience**
- Transforms an abstract idea into a set of symbols
- Process of selecting a communication channel
- Try to understand new information

Question No: 6 (Marks: 1) - Please choose one
ROPE strategy is one of the old problem-solving techniques and it was proposed by:

- Kleeppner
- Johan Martson
- **Jerry Hendrix.page-42**
- E.K. Strong

Question No: 7 (Marks: 1) - Please choose one
Which one of the following defines the basic purpose of promotion?

- Information Dissemination
- Dissuading Customers
- Feedback Retrieval
- **Convenience to Customer**



Question No: 8 (Marks: 1) - Please choose one
Which one of the following is **NOT** a synonym of Target Audience?

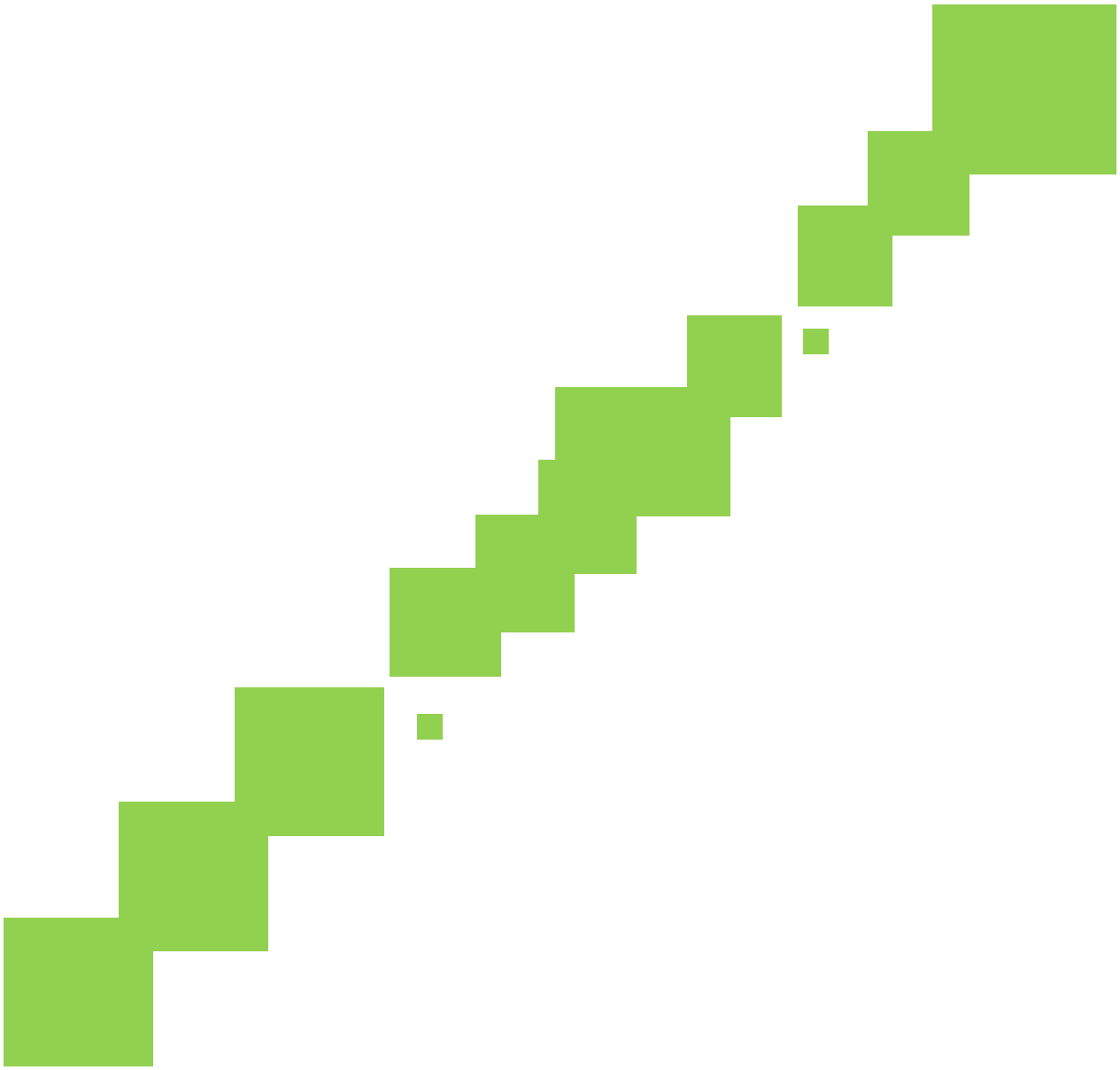
- Focus group
- Target customer`
- **Disbeliever customers**
- Target market

Question No: 9 (Marks: 1) - Please choose one
All of the following are the steps involved in creative process, **EXCEPT:**

- Immersion
- Incubation
- Illumination
- **Estimation.page-49**

Question No: 10 (Marks: 1) - Please choose one
All of the following are the characteristics of public relations, **EXCEPT:**

- **Free coverage**
- Limited contacts with client
- Limited life of information
- It lacks legitimacy



Question No: 11 (Marks: 1) - Please choose one
All of the following are the positive effects that can be achieved by adopting a proper market education strategy in advertising, **EXCEPT:**

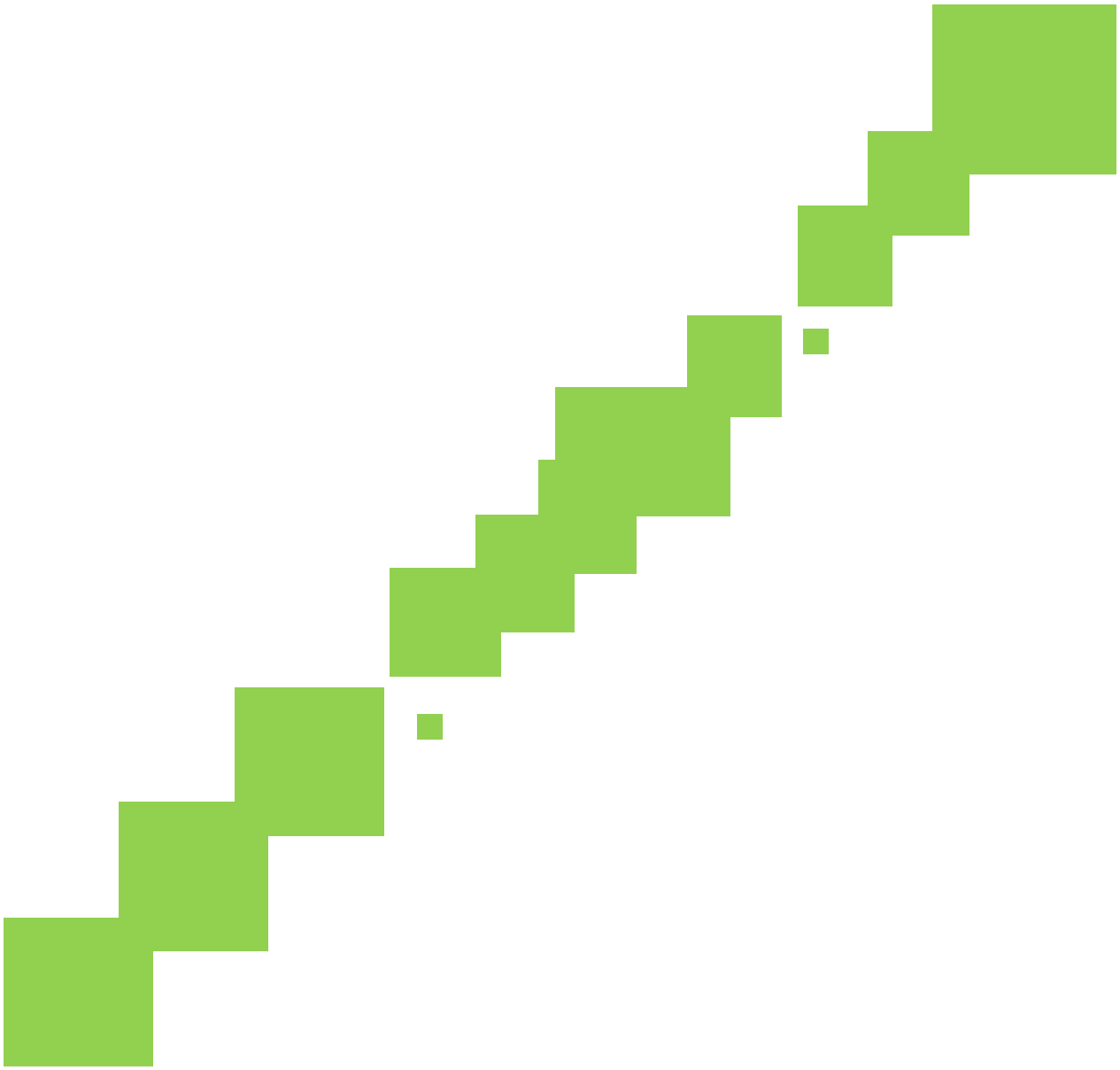
- It helps to minimize sales resistance
- It helps to reduce the cost of advertising
- It makes advertising more effective
- **It makes difficult for sales force to achieve adequate distribution.page-55**

Question No: 12 (Marks: 1) - Please choose one
Which one of the following is the major ingredient/s for an effective TV campaign?

- Celebrities
- Humor & Twist
- A story line
- **All of the given options**

Question No: 13 (Marks: 1) - Please choose one
In online advertising, an ad that appears in a window on your screen while waiting forweb page to load is called?

- **Interstitial.page-66**
- Banner
- Ad Views
- Button ad



Question No: 14 (Marks: 1) - Please choose one
Which of the following can be termed as internet advertising?

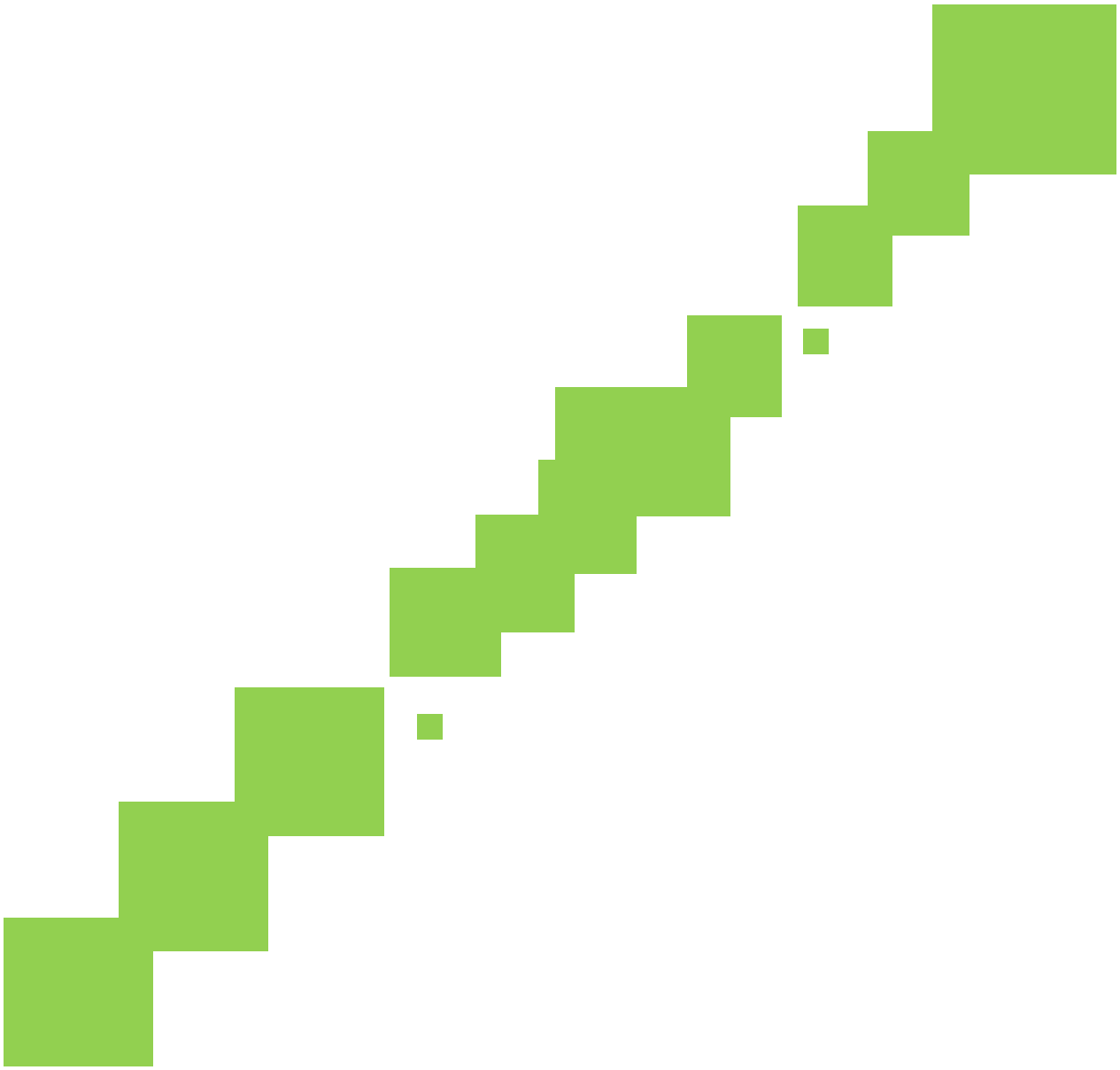
- Banner
- Interstitials
- Logos
- **All of the given options**

Question No: 15 (Marks: 1) - Please choose one
ABC Company gives its resellers a special discount to persuade them, to carry and to promote its products. When doing so, ABC Company is using which of the following strategy.

- Intensity
- **Push.page-73**
- Flexible
- Pull

Question No: 16 (Marks: 1) - Please choose one
Uni-liver announces a lucky draw scheme for their consumers to promote their product (fair & lovely). The company has adopted which of the following strategy?

- Push strategy
- **Pull strategy.page-73**
- Skimming strategy
- Penetration strategy



Question No: 17 (Marks: 1) - Please choose one
Which of the following function/s can a sales person perform?

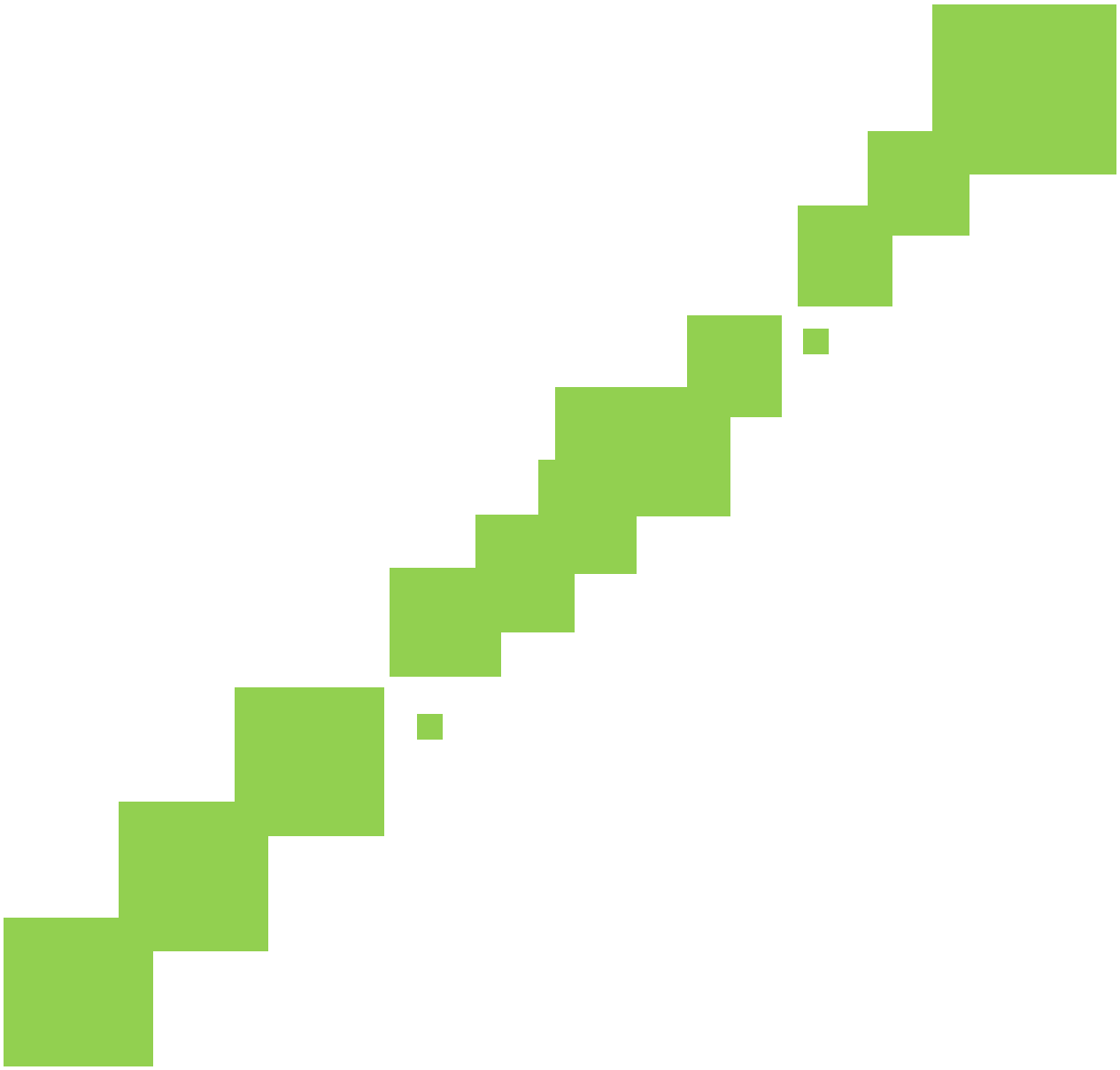
- Prospecting
- Identifying Customer need & wants
- Closing the sales
- **All of the given options**

Question No: 18 (Marks: 1) - Please choose one
Which of the following is the most significant disadvantage of publicity as a promotional tool?

- Publicity is expensive.
- Publicity is viewed as being biased.
- Publicity isn't believable to many people.
- **Publicity isn't controllable by the company.page-76**

Question No: 19 (Marks: 1) - Please choose one
A key difference between advertising and publicity is that:

- Advertising is personalized promotion and publicity is mass promotion.
- Advertising is presented through the media and publicity is not.
- **Advertising is paid communication and publicity is free of cost.**
- Advertising is always positive and publicity is always negative.



Question No: 20 (Marks: 1) - Please choose one
The way to begin marketing research is to gather secondary data, which consists of information _____.

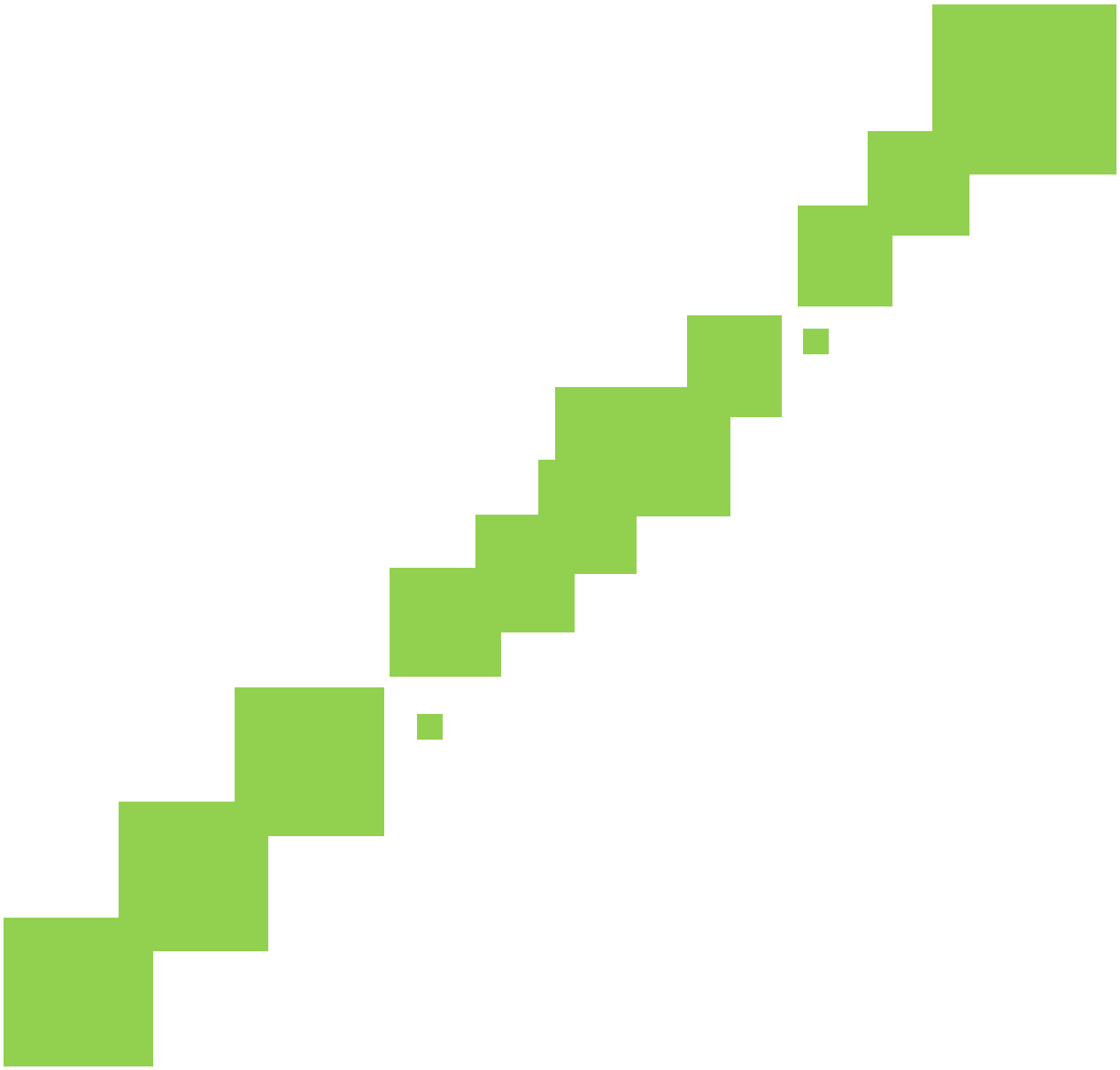
- That is not exploring before.
- That currently not exists in an organized form.
- **That already exists somewhere.**
- Used by competition.

Question No: 21 (Marks: 1) - Please choose one
Which one of the following is **NOT** considered as competitive differentiation?

- **Product**
- Service
- Sales
- Image

Question No: 22 (Marks: 1) - Please choose one
You are attending a seminar where different musicians share frequent needs in music industry. If your company plans to serve this group, then this group will be your potential _____.

- SBU
- **Target market**
- Strategic Grid
- Business Profile



Question No: 23 (Marks: 1) - Please choose one
MGM's has segmented its market for its sandwiches based on characteristics such as age, gender and income. The company is following which segmentation strategy?

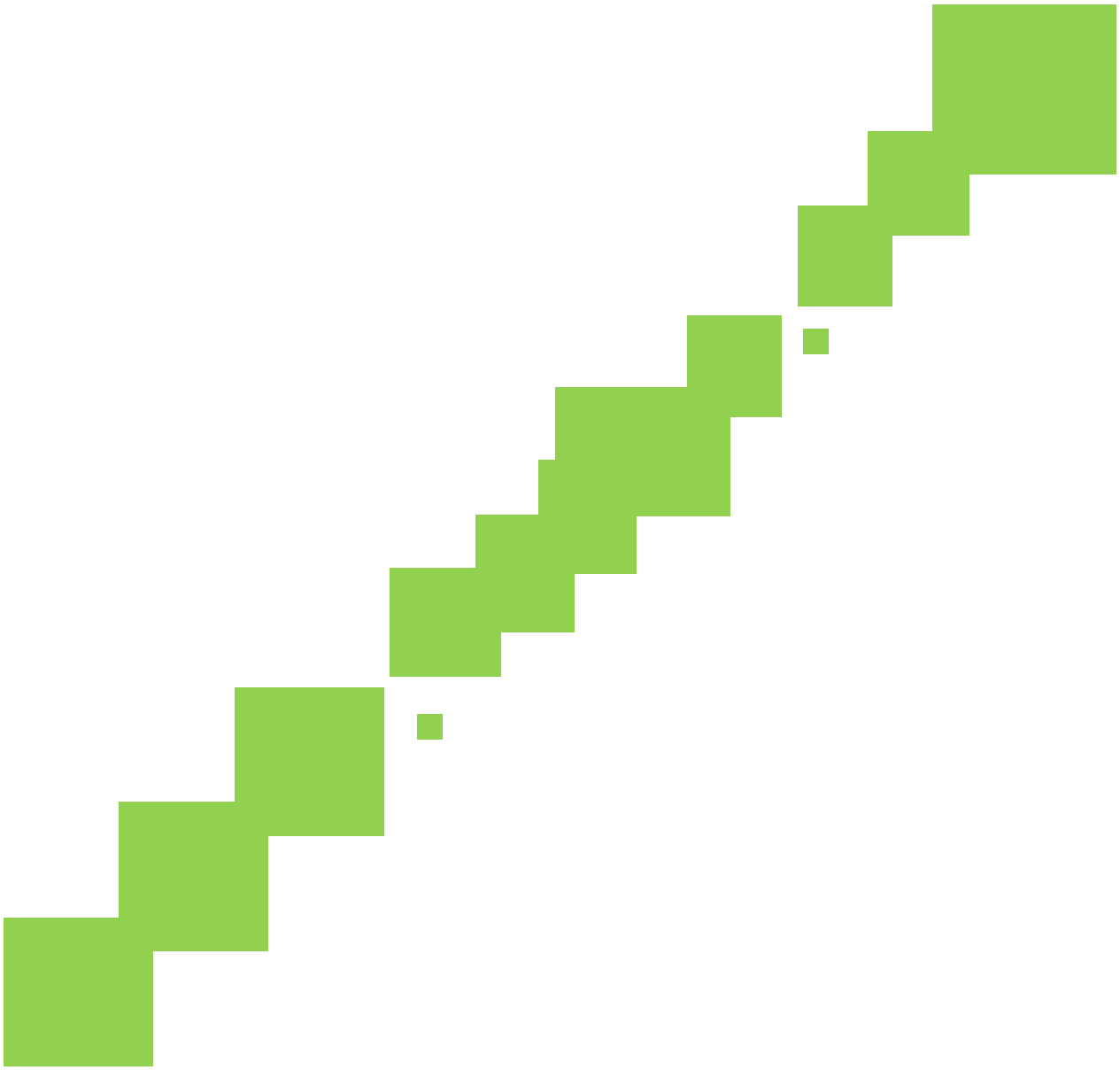
- **Demographic.page-80**
- Geographic
- Psychographic
- Behavioral

Question No: 24 (Marks: 1) - Please choose one
In a marketing plan, which of the following best describes the past, present & future market trends?

- **Market situation.page-83-lec.28**
- Financial situation
- Distribution situation
- Marketing Goals

Question No: 25 (Marks: 1) - Please choose one
Which one of the following is NOT a component of a marketing plan?

- **Environmental analysis**
- Marketing strategies
- Executive summary
- Marketing implementation



Question No: 26 (Marks: 1) - Please choose one
Which of the following sections of the marketing plan states:
Which segment of total market is growing or declining & why?

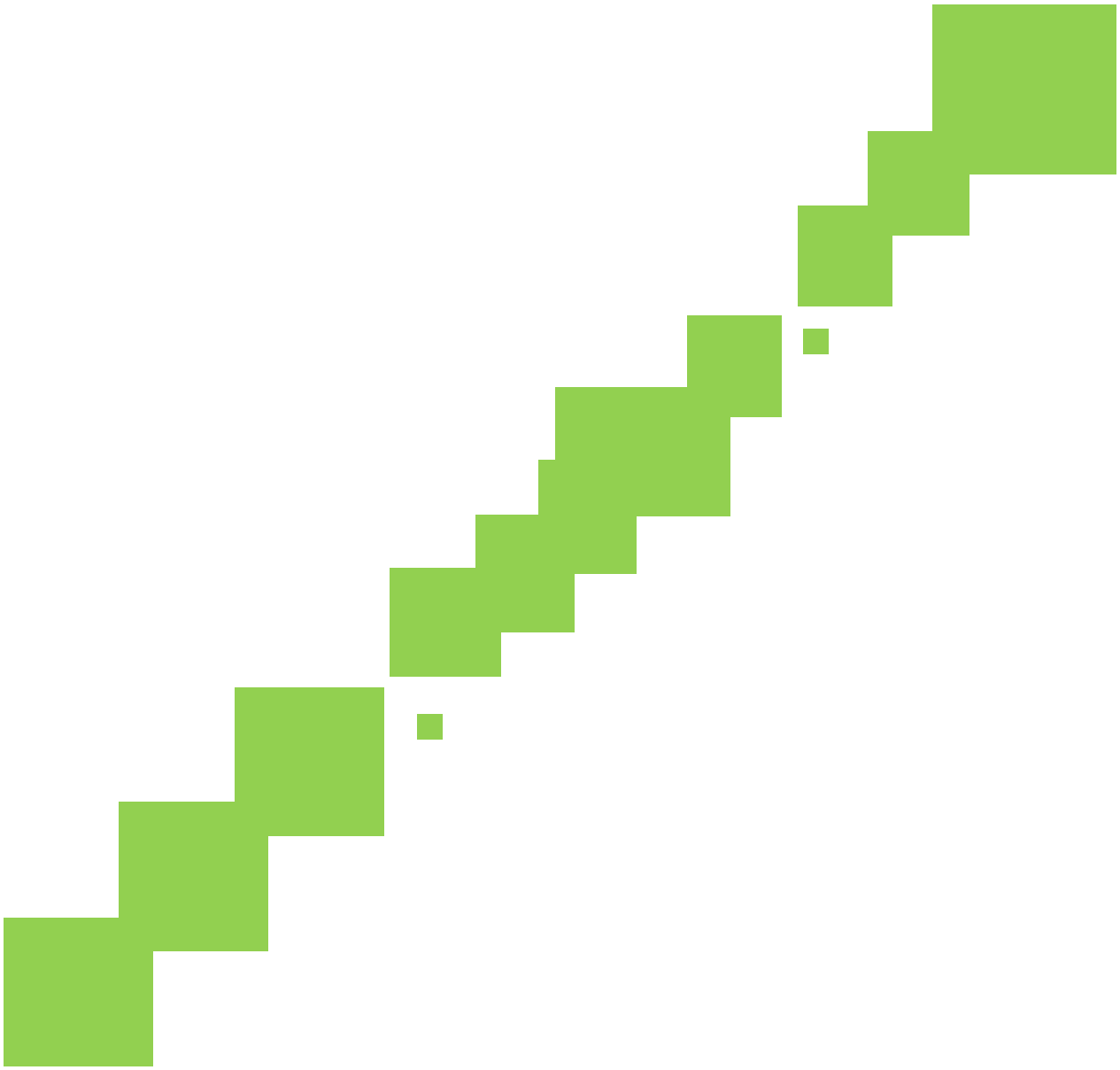
- Consumer Situation
- **Product Situation**
- Distribution Situation
- Competitive Situation

Question No: 27 (Marks: 1) - Please choose one
Primary data that is necessary for marketing plan must be relevant, current, objective, and _____.

- Shortened
- **Accurate**
- Inexpensive
- Expensive

Question No: 28 (Marks: 1) - Please choose one
Which promotional mix component allows the seller to see or hear the potential buyer's reaction to the message?

- Sales promotion
- Advertising
- Publicity
- **Personal selling**



Question No: 29 (Marks: 1) - Please choose one
How would you classify newspapers that are published at colleges and universities to provide news, information, and different opinions about the student union and staff?

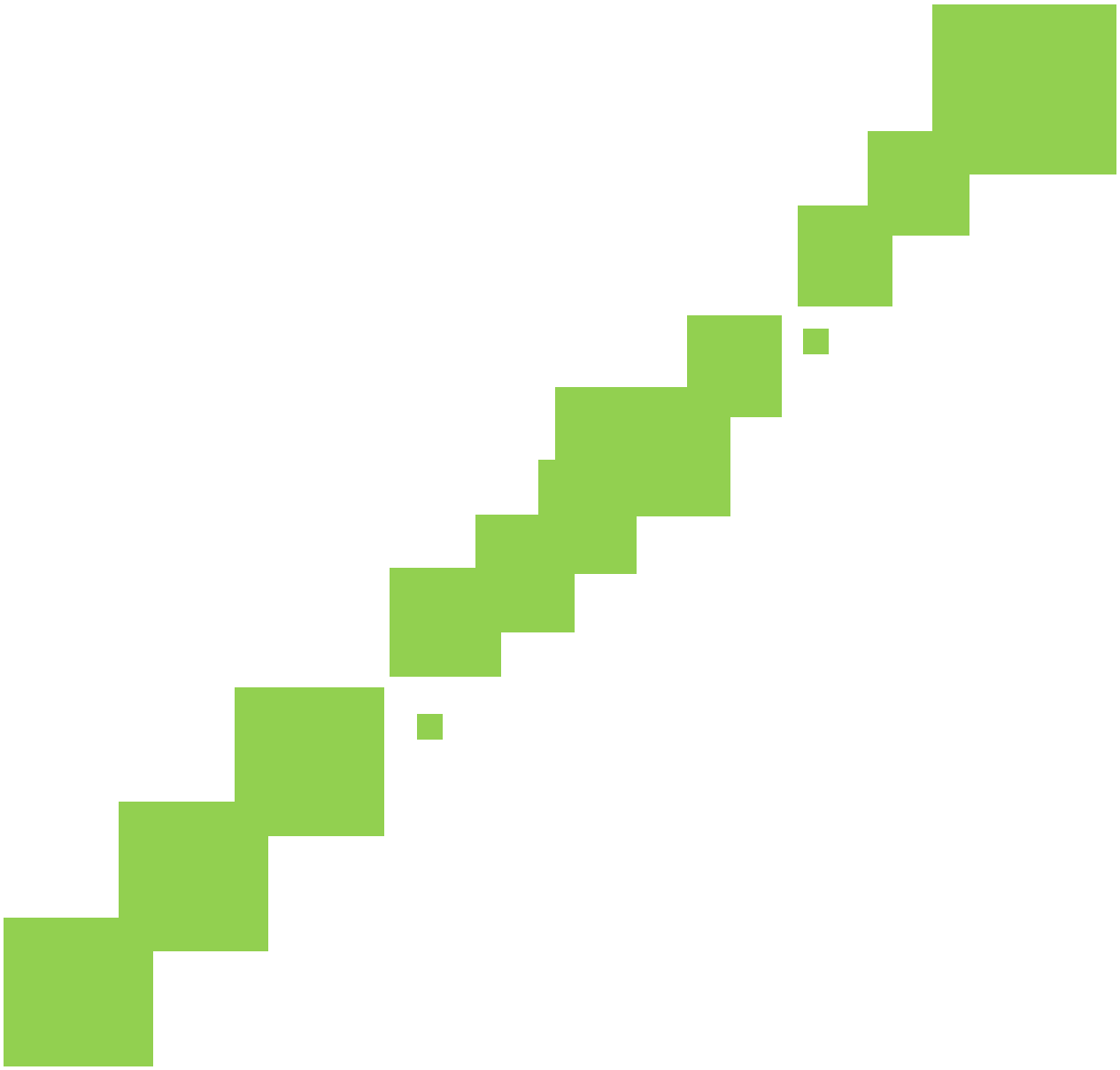
- Daily newspapers
- **Special-audience newspapers**
- Consumer newspapers
- News supplements

Question No: 30 (Marks: 1) - Please choose one
Which one of the following storyboard for a TV commercial is mostly used in print advertising?

- **Ad Layout**
- Body copy
- Ad-Copy Signature
- Indirect headline

Question No: 31 (Marks: 1) - Please choose one
Which one of the following medium has the ability to change the ad-copy very quickly?

- TV
- Magazine
- Radio
- **Newspaper**



Question No: 32 (Marks: 1) - Please choose one
Which of the following advertising medium takes more time to response towards a product when an ad is launched?

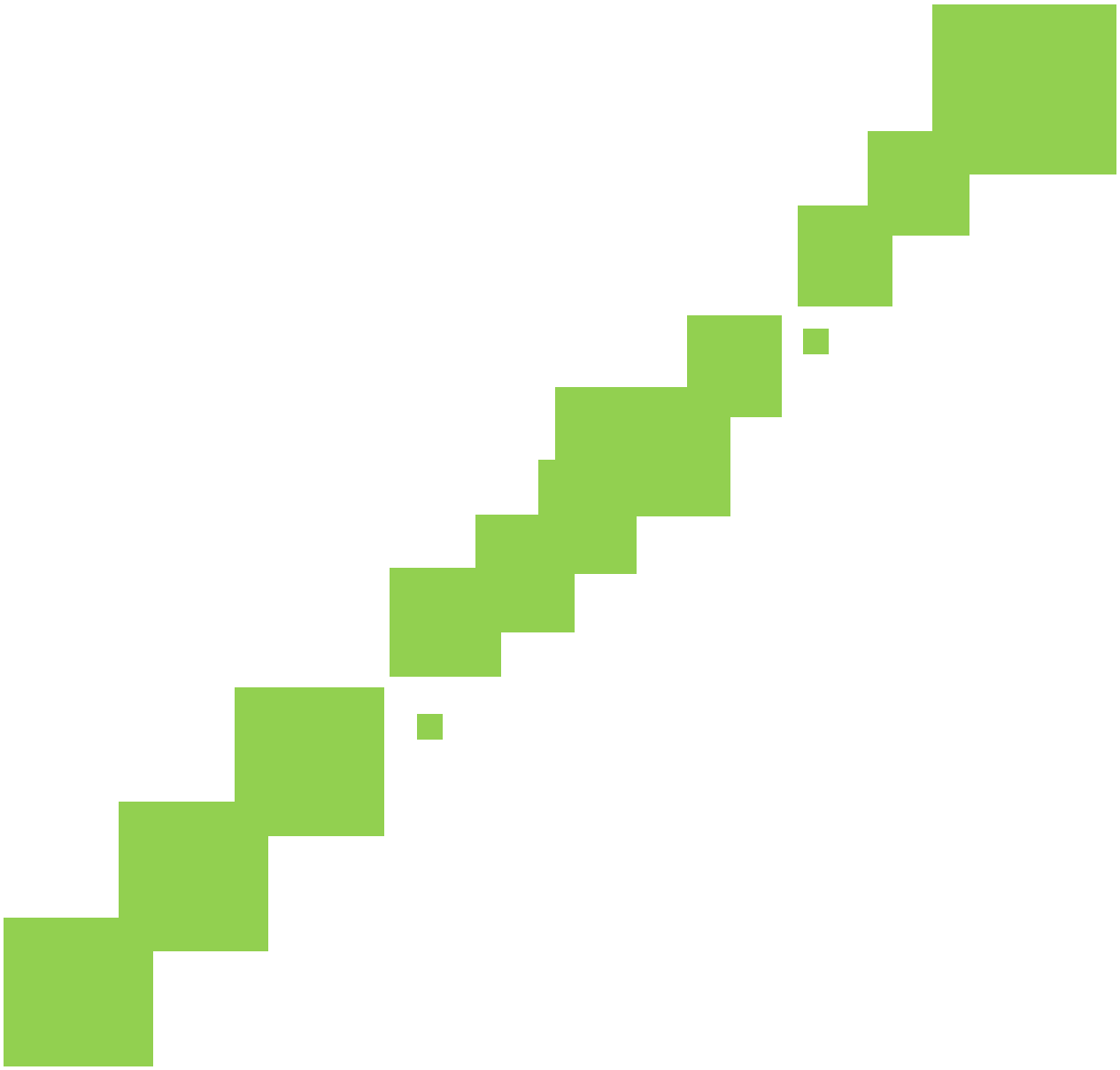
- **Magazine ad**
- Newspaper ad
- Radio ad
- TV ad

Question No: 33 (Marks: 1) - Please choose one
Which one of the following has the unique abilities to deliver both high levels of reach and frequency as well as narrow target market segment?

- **Television**
- Radio
- Internet
- Cable network

Question No: 34 (Marks: 1) - Please choose one
Which of the following statements provides the best example of out-of-home media?

- **Ali gets an e-mail advertisement on his computer at work**
- Zain picks a magazine at the airport and reads an ad abut Toyota cars.
- Amir is reading a newspaper ad for a new theater production while he is waiting for his friend
- As Wasim is travelling in a bus and noticed a hanging sign of an ad of FM89 radio station



Question No: 35 (Marks: 1) - Please choose one
Which type of sales promotional offer is used when a manufacturer places one tiny bottle of shampoo in a bag and hangs it in front of each household door?

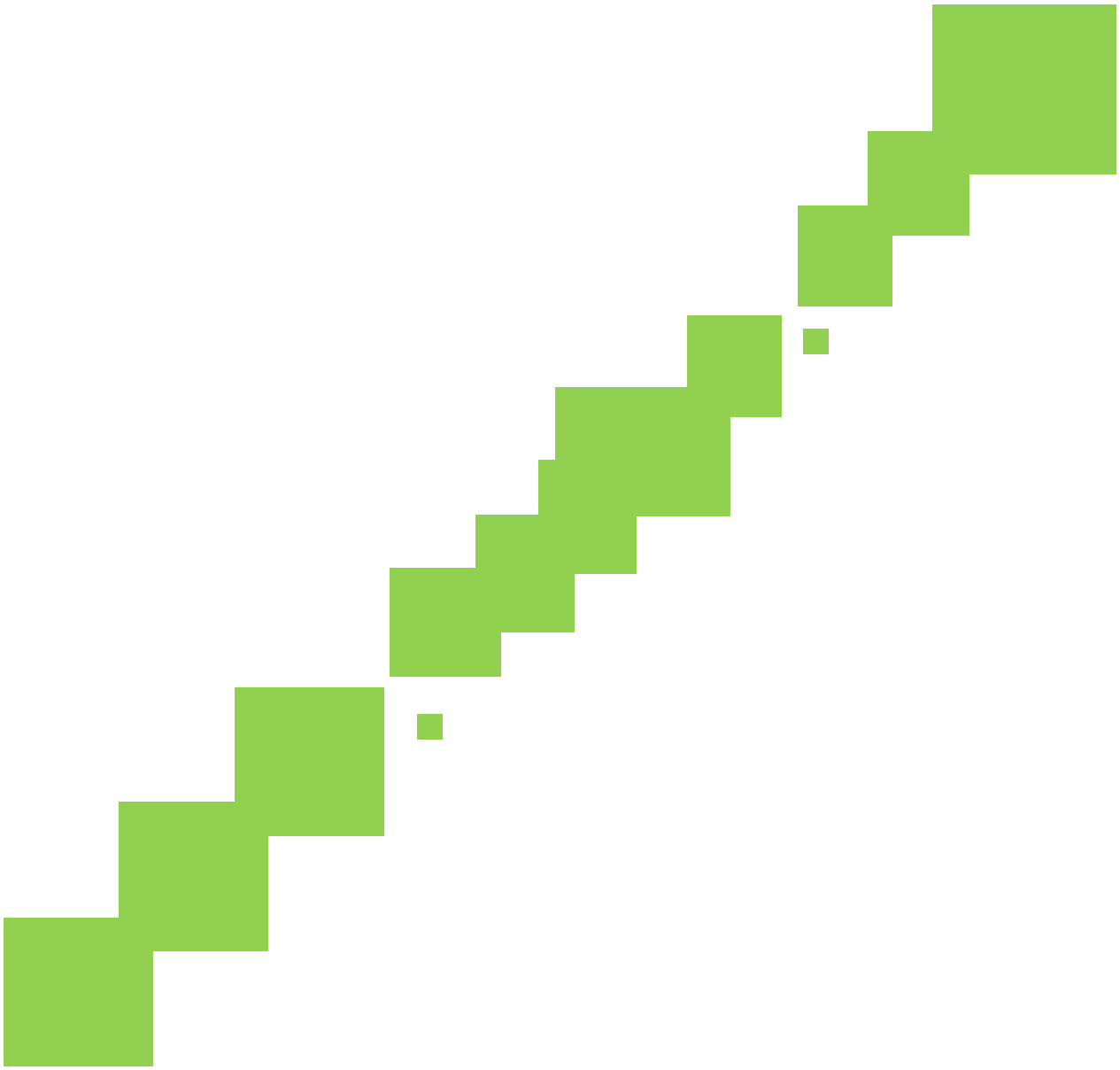
- A Deal
- A Premium
- **A Sample**
- A Point-of-Purchase

Question No: 36 (Marks: 1) - Please choose one
For ad tracking, survey/research is very helpful because:

- It is playing a role of Early warning system.
- It has ability to reveal changing market patterns.
- **It is able to capture unexpected events of dynamic markets.**
- Its asset value as accumulative database resource is high.

Question No: 37 (Marks: 1) - Please choose one
A product imprinted with a logo or promotional message of VU, is an example of which of the following:

- Advertising Specialty
- Advertising Novelty
- Promotional Product
- **All of the given options**



Question No: 38 (Marks: 1) - Please choose one
Which one of the following is the characteristic of a good brand?

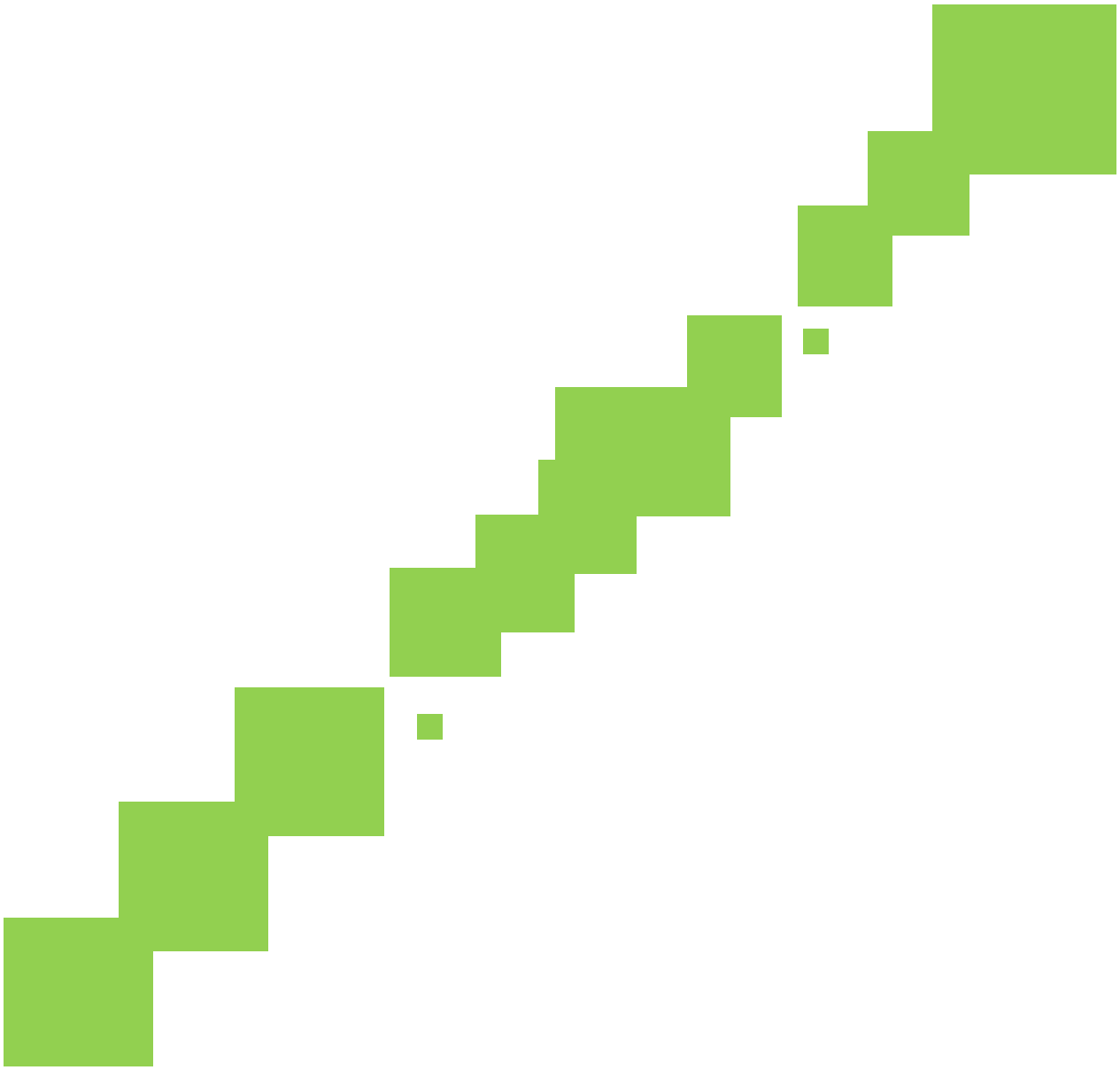
- **Distinctive and easy to remember**
- Include company s name
- Latest technology
- Appeal to young people

Question No: 39 (Marks: 1) - Please choose one
_____ are used in certain industries such as pharmaceuticals to focus solely on promotion of existing products and introduction of new products.

- **Ad agencies**
- Missionary salespeople
- Technical sales specialists
- Consultants

Question No: 40 (Marks: 1) - Please choose one
Which of the following methods for establishing an advertising budget is most closely related to the percent-of-sales method?

- The all-you-can-afford method
- **The per-unit expenditure method**
- The competitive parity method
- The research approach

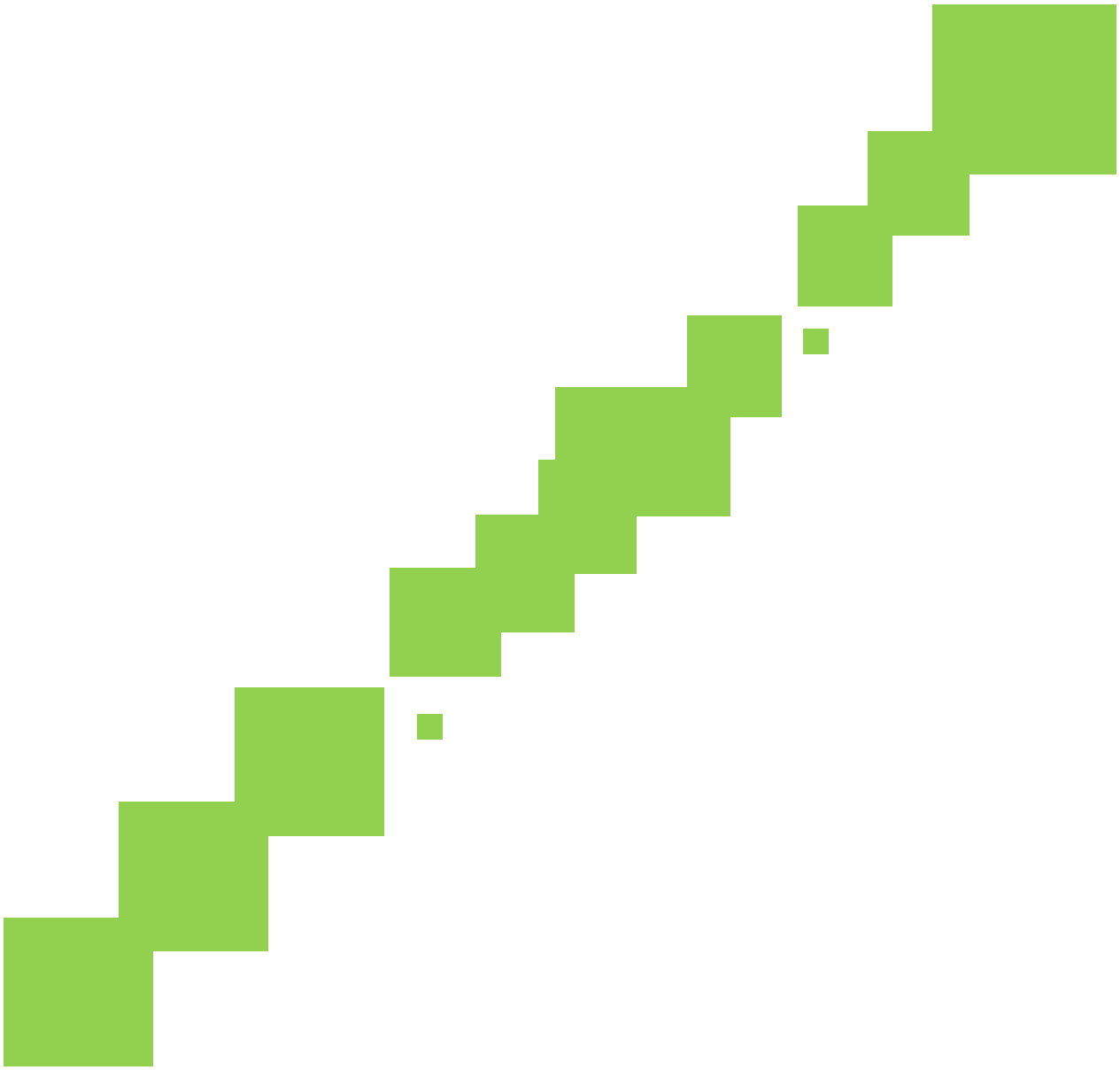


Question No: 41 (Marks: 1) - Please choose one
Which of the following statements about direct marketing is **TRUE**?

- Direct marketing does not include online advertising
- Direct marketing uses indirect forms of communication with customers
- **Personal selling is a form of direct marketing**
- Encoding and decoding are not important in direct marketing

Question No: 42 (Marks: 1) - Please choose one
"A market composed of the individuals and organizations that acquire goods for the Purpose of reselling or renting them to others at a profit." This is the definition of _____.

- Reseller Market
- **Business Market**
- Government Market
- Service Maket



Question No: 43 (Marks: 3)
What is niche marketing and how you determine niche marketing?

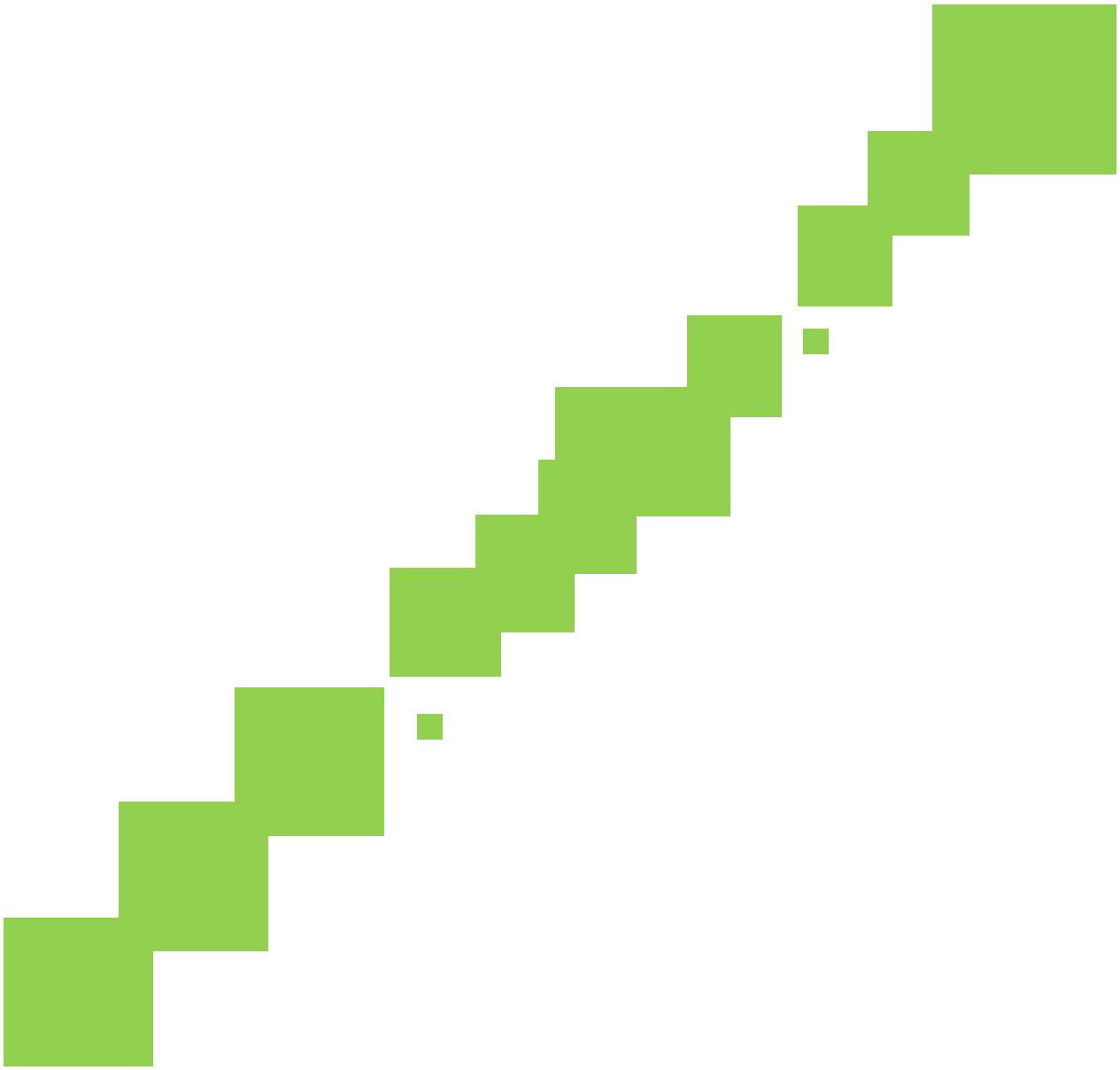
Identifying main users of your product so you can direct marketing efforts to those users. Picking right market segment that it is –
i. Measurable in quantitative terms.
ii. Substantial enough to generate planned sales volume.
iii. Accessible to your company's distribution methods.
iv. Sensitive to planned/affordable marketing spending events.

Question No: 44 (Marks: 3)
How would you describe the corporate identity according to advertising perspective?

Question No: 45 (Marks: 3)
In Maggi Nodels advertisement on TV, which ingredients they use to make a successful ad?

Question No: 46 (Marks: 5)
To compete in market, every organization maintains a close look on the activities of its rivals to analyze the competitor situation. What factors are helpful for the company to do this task?

Question No: 47 (Marks: 5)
Lever Bros. has paid Rs. 20,000 to ABC Mart for Point of Purchase (PoP) for a month, but after twenty days, it is observed that company is not getting any benefit for which they have paid. Being a student of MBA Marketing, identify what can be the reasons due to which company is unable to grab the attention of audience.



Question No: 48 (Marks: 10)
You are the marketing manager of an "Industrial Paint Company". What would you evaluate different elements required to make a successful marketing plan to achieve the company s objective?

Question No: 49 (Marks: 10)
How the different components like illustrations, language of typography, readability, headlines and typestyle are helpful to make an effective advertisement?

