

Rana Abubakar Khan

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truefriendlion@gmail.com

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MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY HAKAM ALI ON FEBRUARY 23, 2013 AT 10:49AM

My today's paper mkt621, 23 feb 2013

Total Q 60

MCQ's 52

3 Q of 3 marks

5 Q of 5 marks

MCQ's were mixed some from past papers and some are new

Long Q

What is seasonal advertising give 1 example 3 marks

Color attributes used in ad 3 marks

Which companies use newspaper advertising 3 marks

How to makes a TV ad effective ad 5 marks



Being a CEO of advertising agency what makes the agency successful 5 marks

Mr. Ali is appointed as accounts executive of an advertising agency, he has to list down 10 Q about marketing strategy of famous competitive cocking oil brand 5 marks

You are appointed as a marketing manager list down an effective marketing plan for your company 5 marks

5th Q was about advertising medias 5 marks

MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY + MAHA ON FEBRUARY 24, 2013 AT 10:19PM

Today's (24-feb-2013) paper.

60 questions in total.

52 MCQs, mostly from handouts.

8 short and long questions as follows:

1. Various newspapers have different rates for publishing and a. What are the criteria on the basis of which space-cost is measured in a newspaper for and ad? (3)

2. Advertising specialties are items mostly used as gifts. However these specialties can be sold under some circumstances. What are those circumstances? (3)

3. What is the prerequisite information an advertising professional must acquire to design good advertising campaigns? (3)

4. What are some guidelines to be followed while designing body copy of an ad? (5)

5. Every business organization wants a distinct and unique image of its product in the mind of its target audience. What factors a business organization should consider to create a distinct image of its product? (5)



6. You have developed an ad for a costumer wants to promote its product internationally. What do you perceive from this ad? Does it convey complete message without illustration? (the english of this question is very bad and wrong but there was a picture of an ad under the question so it was easy to understand and answer) (5)

7. Due to limited budget, your CEO has decided that company will not render services of advertising agency for an ad campaign. Now you will make ad at your own. Being advertising manager what important rules will you perform to give creative and strategic direction to your advertisement program? (5)

8. China's famous fast food chain is opening its new outlet in Pakistan. You are required ti make a good ad campaign for print media for this outlet. What are the techniques you will use to make an effective advertisement program? (5)

MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY + 𝓕𝓐𝓗ℓℓM 𝓢𝓐QĬB ON JULY 17, 2012 AT 6:46PM

Paper by Noreen

Total Question 64

56 MCQs

qustions of 5 marks bellow

Q no 1: Business is not activity that can be performed in isolation with looking your competitors. How can you scan your competitor environment? Make a work sheet of your competitor.

Q no 2: It is essential for advertising agency to understand the Clint’s requirements to make good positioning in Clint’s mind. Being a CEO of an advertising agency how would you and your team can convince clients?



Q no 3: There are different techniques to determine effective responses of advertising. What are advertising hierarchy response models, which stages are common in each of model and write down the different purposes of each stage?

Q no 4: Marketers are challenged to assure the effectiveness of an advertising campaign rests upon the success of certain brand related measures.

ye sb 5,5 no waly hn 3 waly ni likh saki time hi ni tha mcqs easy hi thy

MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY + MANO ON JULY 17, 2012 AT 12:01AM

Total 55 question. 46 objective types 5 question of 5 Marks 3 question of 3Marks Objective 30% from past papers.

Subjective

(1)There are several method used in developing advertising budget depending upon the situation and objective. Describe this method briefly. 3 Marks.

(2) What are the basic principle to be followed for designing an add for newspaper to achieve advertising objective. 3 Marks.

(3) Advertiser plays with customer mind-set"to anticipate the result of advertising campaign what are the steps involved in understanding an add by customer. 3 Marks

(4) How can you justify the use of illustration in advertisement? 5Marks

(5)ABC is launching new product and they need to educate the market .what technique they used to educate the people. 5 Marks.



(6) Suppose you are the marketing manger of the ABC company. data copied from vu solutions dot com you want to advertise your product .what motivates you to use online advertising in this regards. What are the parameter to publish an add in a news paper by using newspaper space effectively. 5 Marks

(7) Mr. Ali is appointed in advertising agency right after the graduation. What are the principles he must follow to pursuit off excellence in professional.

(8)It must be kept in mind that every campaign become successful from the involvement perspective some people show high involvement and some show low involvement which technique could be used to know the low involvement in an add

MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY ADNAN YOUNAS ON JULY 17, 2012 AT 1:36PM

July 17, 2012 My Paper of MKT621 Advertisement and Promotion

Total Question 64 of 88 Marks (56 MCQs 8 Subjective. 4 of 3 Marks and 4 of 5 Marks)

Q57. Low involvement learning model starts with cognitive Stage tell other stages. 3 Marks

Q58. Color rendition 3 Marks

Q59. Describe the constituents while stating marketing objectives. 3 Marks

Q60. Why companies inhibit to use Point of purchase 3 Marks

Q61. Nescafe established a point of purchase on super store. Describe different ways for attractive POP. 5 Marks

Q62. Importance of Sales and Marketing Plans 5 Marks



Q63. Importance of Concept of Ad 5 Marks

Q64. Describe Five steps of Advertisement Research 5 Marks

ALLAH Azawajul sub ke Naik Tamnayein poori keray. Ameen. (Pray for me too Thanks and Wasalaam)

MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY HINA KHAN ON JULY 21, 2012 AT 8:11PM

my today's paper

After presenting market plan to CEO What critical questions CEO can ask about it?

Differentiate b/w dolly and zoom

Message has importance in advertising. What makes message understandable?

Communication is imp in advertising. Define advertisement with communication model

What is advertisement and define elements that must be included in its definition to complete its definition

POP types and give an example of organization using POP to increase promotion

Define low cost methods of increasing publicity

MKT621 FINAL TERM PAPER SHARED BY STUDENT

Reply by nabeel ahmed on February 13, 2012 at 7:33pm

mcqs were 50% from past papers.and my today's paper was.



1)what is low involvement model.(3)

2)what is execution,brand and category cue.(3)

3)disadvantages of TV ad.(5)

4)how to make newspaper ad outstanding.(5)

5)what are the questions that an account executive can ask.write any five.(5)

6)as a advertiser of a product you are advertising and the audience are children how you produce affect in children's learning.(5)

baqi conceptual the jo yad nahi rahe

MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY ALINA ON JULY 18, 2011 AT 11:41PM

My today paper 18.07.2011 of advertising and promotion mkt621

Total questions were= 55

Two short questions was about logo. 3+3

One was about you want to introduce the business globally. 5

Mcqs were almost from past and some new



Mcqs was easy but paper was lengthy.

The idea of AD' why important kuch is tara ka tha. 5

Bus itna e yad hay.

MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY ALINA ON JULY 23, 2011 AT 8:40PM

Total 55 question.

46 objective types

5 question of 5 Marks

3 question of 3Marks

Objective 30 %from past papers.

Subjective



(1)There are several method used in developing advertising budget depending upon the situation and objective. Describe this method briefly. 3 Marks.

(2) What are the basic principle to be followed for designing an add for newspaper to achieve advertising objective. 3 Marks.

(3) Advertiser plays with customer mind-set"to anticipate the result of advertising campaign what are the steps involved in understanding an add by customer. 3 Marks

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(7) Mr. Ali is appointed in advertising agency right after the graduation. What are the principles he must follow to pursuit off excellence in professional.

(8)It must be kept in mind that every campaign become successful from the involvement perspective some people show high involvement and some show low involvement which technique could be used to know the low involvement in an add?

MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY ALI ZAAMIN ON FEBRUARY 16, 2011 AT 12:13AM

My Today paper of Mkt621.

58 MCQ's from Past papers.

Subjective Are:

1.If you are expert in newspaper adv. then inform about the types of advertising in newspaper to a client who want to use different methods in newspaper advertisement for his product....5.marks

2. How a magzine charges to advertisers....5 marks

3.Define the importance of concept in ad.5 marks

4.ABC company gave Rs,20000 to Al-Hamra Mart for POP, but even after the2 month the company is faild to grab the attention of new ccustomers, Being a student of Marketing analyse and approach the barriers.



MKT621 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY SANA SUNNY ツ ON MARCH 10, 2015 AT 9:55AM

Q. Considering yourself as an expert in newspaper advertisement, inform about the types of advertising in newspaper to a client who wants to use different methods in newspaper advertisement for his product? (5.marks)

During the past few years newspapers are facing a strong competition from radio and television. In order to understand the importance of the categories of press first of all we have to determine the advantages of newspapers and magazines and understand the types of advertisement in them. There are three major types of advertising in newspapers such as Classified Advertising, Retail Advertising & National Advertising.
While Classified Advertising referred to as want adds primarily for the convenience of readers generally not including headlines or illustrations also is known as classified display, Retail Advertising refers to two kinds i.e. sales promotion advertising based on price features, sales or specials and image advertising is primarily designed to position a product in a better way. The National Advertising is used to support their products and is part of the manufacturers' national advertising plans.

MKT621 FINAL TERM PAPER SHARED BY STUDENT

PAPER 2014

How to makes a TV ad effective ad ? 5 marks

Answer:

What you put in your business's TV advertisement depends on your resources, your target audience, how you want to present your business or product, and your own comfort level. Consider these advertising possibilities:

- **Appear in your own commercial.** You've probably seen a store owner step in front of the camera and do his or her own commercial. If you're a natural, then by all means, go for it. No one else could possibly bring the enthusiasm and expertise that you can to this endeavor.



- **Promote with a professional.** Although you do have to fork out some extra cash, a professional actor may be just what your business needs. Before you decide on an actor, be sure to ask yourself what type of person will advertise your business in a way that attracts your target audience.
- **Highlight your place of business.** Hiring a remote crew to come to your place of business and shoot the spot puts your business front-and-center. Plus, shooting footage inside your store, showroom, studio, or office may be a lot easier than hauling a bunch of your products somewhere else.
- **Focus the camera on your product.** Go ahead and cut to the chase — immediately show the products you want to sell. You may be best served by getting right down to business and featuring the items that are going to make you some money.

After you decide what type of commercial you want to make, it's time to start putting it together. An effective TV commercial uses the three basic structural elements: audio, video, and computer graphics. Divide your TV ad's structure into these three elements to make your job much easier.

1. Decide on a big idea or campaign theme to use in your advertisement.

   If you don’t have a theme, you’ll just develop a series of unrelated ads — which won’t help build name recognition for your company or attract customers to your business.

2. Choose the audio that you want to use in the commercial.

   The audio can be a *voiceover* or an on-camera actor. The audio track may also include any music or sound effects that you select.

3. Come up with video that complements the audio you plan to use.

   The video can be anything from you doing an on-camera sales pitch, to product footage, to video you shoot in your store, to anything else you can think of.

4. Add computer graphics, if they fit your advertisement.

   Use *computer graphics* (CG for short) to flash words and prices on the screen. You can also use computer-generated effects, like making entire scenes fly into the frame, spin, explode, appear out nowhere, or perform other interesting tricks.

Don’t get too carried away with elaborate visual elements; they can drive up the cost of your TV ads. You can create visuals that are effective but cheap with just takes a bit of creativity. For example, instead of having a herd of wild horses gallop through a scene, you can use the sound effects of a herd of wild horses galloping by off-camera.



SUBJECTIVE QUESTIONS.

Q.How to manage Advertisement Agency?**(Lesson 31)**

Q.Newspaper advertisment?**(LESSON 33)**

Q.Audio logos?**(LESSON 34)**

Q.effictive advertisment compaigns?**(LESSON 20)**

Q.what is POP?**(LESSON 36)**

Q.Execution,Brand and category CUE?**(LESSON 41)**

Q.Types of BillBoards?**(LESSON 36)**

Q.Tools forvonline Advertisement?**(LESSON 24)**

Total 64 questions.

My Mcq was not from past because finalterm mcqs are not available anywhere.

SUBJECTIVE QUESTIONS.

Q.Advertising specialties are items mostly used as gifts. However these specialties can be sold under some circumstances. What are those circumstances?

Q.Which companies use newspaper advertising.

How to makes a TV ad effective ad ?

Q.list down an effective marketing plan



Q.Explain point of purchase.

Baki sub General Question thay If u r XYZ and manager etc

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?

What is seasonal advertising give 1 example 3 marks

Color attributes used in ad 3 marks

Which companies use newspaper advertising 3 marks

How to makes a TV ad effective ad 5 marks

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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 asuccessful 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.
s

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?

FINALTERM EXAMINATION

Fall 2008

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 awarness 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.

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



Behavioural

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.

Objctives 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 loose 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 for

web 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 explore before.

That currently not exist 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

Behavioural

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 level 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?