

## Advertising And Sales Promotion

1. Daily transmission of TV was started in Delhi in the year:-
  - (1) 1959
  - (2) 1972
  - (3) 1982
  - (4) **1965**
  
2. Which are the special facilities provided by magazines to the advertisers?
  - a) Advertorials
  - b) Support in sales promotion contest
  - c) Demographic and psychographic reader profiling bank
  - d) Insertion of special booklets/sample pouches
  - (1) a, c & d
  - (2) a & b
  - (3) c & d
  - (4) **a, b, c & d**
  
3. What is an ambient media?
  - (1) A new medium
  - (2) Real estate magazine
  - (3) Weather related news
  - (4) **None of the above**
  
4. At outdoor advertising, which has a longer life span?
  - (1) Banners
  - (2) Balloons
  - (3) **Painted posters**
  - (4) Illuminated poster panels
  
5. For hoarding printing, skyline machine i.e. single pass poster printing machine can print posters of any size. Though length of the poster is unlimited, the width of the poster is restricted in the machine to which of the following?
  - (1) **8 Feet**
  - (2) 15 Feet
  - (3) 9 Feet
  - (4) 12 Feet

6. In the 'terms of reach of print media', which state tops the list in India?
- (1) Delhi
  - (2) Tamilnadu
  - (3) **Kerala**
  - (4) Maharashtra
7. When the manufacturer and retailer share the cost of advertisements, it is called:-
- (1) Co-branded advertising
  - (2) **Co-operative advertising**
  - (3) Co-sharing advertising
  - (4) None of the above
8. What is an ad fatigue?
- (1) **Audience fatigue on account of too many repetitions of ad**
  - (2) Audience fatigue on account of poor quality ad
  - (3) Audience fatigue on account of a serious message ad
  - (4) None of the above
9. Some authors have formed a milline rate unit to compare newspaper advertising rates i.e. cost expressed in rupees per agate line per \_\_\_\_\_ circulation.
- (1) 1 Lakh
  - (2) **10 Lakhs**
  - (3) 100 Lakhs
  - (4) 10 Thousands
10. Media scheduling decisions are the decisions about timing, continuity and size of the advertisement and also about placement of the advertisement.
- (1) **True**
  - (2) False

11. Over 82% of populace and 70% of area is covered by Doordarshan in India through how many centres?

- (1) **49**
- (2) 143
- (3) 67
- (4) 100

12. Black and white sets still pre-dominate in Indian rural areas. Which state has the highest TV households?

- (1) Maharashtra
- (2) Rajasthan
- (3) **Punjab**
- (4) Bihar

13. For a direct response TV commercial of 60 seconds, how many minutes (minimum) need to be spent on product offer and the phone number so as to generate better response?

- (1) 5 seconds
- (2) 15 seconds
- (3) 30 seconds
- (4) **20 seconds**

14. For direct marketing, other than offer letter, coupons or order form are also very important things. Is it necessary for coupons to have company name and address printed inside the coupon and outside as well? Also is it advisable to include tear-away buyer-keep portion?

- (1) **Yes**
- (2) No

15. For a lifestyle product with elitist image but not having national presence in India, which of the following events will be suitable to be associated with for marketing?

- (1) Motor-bike racing
- (2) Cycling race
- (3) Car rally
- (4) **Horse racing**