

MKT621 CURRENT QUIZ

Shared by:- **Mohammad Talal Hasnat**

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Question # 1 of 15 (Start time: 12:03:19 AM) Total Marks: 1

Which kind of advertisement it will be if it is sponsored by a non profit institution?

Select correct option:

Institutional advertising

Corporate advertising

Commercial advertising

Non commercial advertising

Question # 2 of 15 (Start time: 12:04:06 AM) Total Marks: 1

Which one of the following media has audio and video attraction?

Select correct option:

Radio

Magazine

TV

Newspaper

Question # 3 of 15 (Start time: 12:04:40 AM) Total Marks: 1

In an advertisement, the verbal portion including headlines, body, and signature, is called:

Select correct option:

Layout

Script

Copy

Story Board

Question # 4 of 15 (Start time: 12:05:22 AM) Total Marks: 1

Which of the following tools is mostly costly but has less per audience cost than all tools?

Select correct option:

Advertising

Public Relations

Publicity

Sale Promotion

Question # 5 of 15 (Start time: 12:06:42 AM) Total Marks: 1

A printing error in a newspaper advertisement is an example of:

Select correct option:

Carelessness

Message loop

Message Reliability

Noise

Question # 6 of 15 (Start time: 12:07:58 AM) Total Marks: 1

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Recognition tests, theater tests, and recall tests are used for evaluating _____.

Select correct option:

Specific Advertisement Objectives NOT SURE

Specific Advertisements

Different Advertising Media

Specific Ad Agencies

Question # 7 of 15 (Start time: 12:09:23 AM) Total Marks: 1

A company has limited selected audience with no ad competition and personalized interaction with audience. Which type of following media, company will use?

Select correct option:

Direct Mail

Internet

Newspapers

Radio

Question # 8 of 15 (Start time: 12:10:03 AM) Total Marks: 1

What is the task of a copywriter?

Select correct option:

Writing ads for different media

Evaluate marketing date

Editing and re writing copy

All of these Page No.52

Question # 9 of 15 (Start time: 12:10:31 AM) Total Marks: 1

Which one of the following is NOT included in the components of positioning?

Select correct option:

Benefit

Target

Competition

Price Page No.19

Question # 10 of 15 (Start time: 12:11:26 AM) Total Marks: 1

Which of the following refers to potential audience might be exposed to the advertising message?

Select correct option:

Reach

Frequency

Scheduling

Coverage Page No.22

Question # 11 of 15 (Start time: 12:12:27 AM) Total Marks: 1

In following Advertising Hierarchy Models, at which stage a person shows understanding and thinking behavior.

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Select correct option:

Cognitive stage Page No.38

Affective stage

Behavior stage

Action stage

Question # 12 of 15 (Start time: 12:13:56 AM) Total Marks: 1

Which one of the following is first step in developing media plan?

Select correct option:

Evaluation & control

Selection of media

Media strategy implementation

Market situation analysis Page No.23

Question # 13 of 15 (Start time: 12:14:41 AM) Total Marks: 1

Which one of the following is the basic equation of “VALUE”?

Select correct option:

Value = brand image / cost

Value = cost / convenience

Value = cost / loyalty

Value = benefit / cost Page No.8

Question # 14 of 15 (Start time: 12:15:17 AM) Total Marks: 1

To increase a market share a company organizes a Point of Purchase (POP) Displays. It is an example of:

Select correct option:

Brand Promotion

Channel Promotion

Consumer Promotion

Trade Promotion Page No.73

Question # 15 of 15 (Start time: 12:16:07 AM) Total Marks: 1

Nestle gave an advertisement, “Nestlé’s makes the very best chocolate,” which one of the following claim they have used in this advertisement?

Select correct option:

Puffery

Weasel claim Page No.8

Shock ad

Emotional ad

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

Which one of the following tools is more influential for massive target audience to convey a message that is helpful in making a buying decision?

- ▶ **Publicity**
- ▶ Personal Selling
- ▶ Public relation
- ▶ Advertising

Question No: 2 (Marks: 1) - Please choose one

Which of the following product differentiations based on customers' perception can be defined as: “No obvious difference but informs people about the difference”?

- ▶ Perceptible
- ▶ Imperceptible
- ▶ **Induced**
- ▶ Persuasive

Question No: 3 (Marks: 1) - Please choose one

Following are the product differentiations based on customers' perception **EXCEPT:**

- ▶ Perceptible
- ▶ Imperceptible
- ▶ **Persuasion**
- ▶ Induced

Question No: 4 (Marks: 1) - Please choose one

Which one of the following media is more effective to promote agriculture products?

- ▶ **Radio**
- ▶ Internet
- ▶ Newspaper
- ▶ TV

Question No: 5 (Marks: 1) - Please choose one

Which one of the following is the best option available at the decline stage of business cycle?

- ▶ Change the sales force
- ▶ Launch same product in different market
- ▶ **Increase the advertising budget**
- ▶ Appoint new marketing manager

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Question No: 6 (Marks: 1) - Please choose one

Intermediaries typically perform all of the following functions **EXCEPT**:

- ▶ Breaking down the bulk quantity into small quantity
- ▶ Making goods locally available to customers
- ▶ Providing expert local market knowledge
- ▶ Creating direct communication from the customer to manufacturer

Question No: 7 (Marks: 1) - Please choose one

For a given market, a demand curve is the relationship between _____.

- ▶ **Price and quantity**
- ▶ Price and supply
- ▶ Demand and supply
- ▶ Supply and quantity

Question No: 8 (Marks: 1) - Please choose one

Which one of the following explains the course of a product's sales and profits over its lifetime?

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

Question No: 9 (Marks: 1) - Please choose one

Liana advertising agency (LAA) handles all aspects of the advertising process including planning, design, production, and placement services to its client "Xing Construction Company of China". LLA is a _____.

- ▶ Creative agency
- ▶ **Full service agency**
- ▶ Composite agency
- ▶ Media Independent agency

Question No: 10 (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

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Question No: 11 (Marks: 1) - Please choose one

‘Above the line media’ and ‘Below the line media’ are two important terms used in advertising based on promotional techniques. Which of the following is the example of ‘Below the line media’ promotion?

- ▶ TV
- ▶ Radio
- ▶ Cinema
- ▶ **Direct mail**

Question No: 12 (Marks: 1) - Please choose one

Which one of the following methods can be used to determine the advertising budget?

- ▶ **Competitive parity method**
- ▶ Rating method
- ▶ Gross percentage method
- ▶ Ratio method

Question No: 13 (Marks: 1) - Please choose one

In which of the following advertising budget approaches, management decides how much to spend on advertising by ignoring the market reality?

- ▶ Market Share Approach
- ▶ **Top Down approach**
- ▶ Bottom Up Approach
- ▶ Risk Approach

Question No: 14 (Marks: 1) - Please choose one

Which one of the following is the part of post-campaign evaluation in an advertising research?

- ▶ Media Schedule
- ▶ Assess Effectiveness
- ▶ Coincidental Surveys
- ▶ **Brand Tracking**

Question No: 15 (Marks: 1) - Please choose one

Advertisement is communication between sponsor and audience meant for informing or reminding about the product. Which of the following is NOT serving the informing objective of advertisement?

- ▶ Make consumers aware of new product
- ▶ Announcing a new price of product
- ▶ Explaining how a product works
- ▶ **Products are still available for sale**

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Question No: 16 (Marks: 1) - Please choose one

After watching the 30-minute infomercial on surf excel, Sana was certain the cleaning product would remove the grape juice stain from her white shirt. In terms of the communication process, Sana had engaged in which of the following process?

- ▶ **Evaluating**
- ▶ Encoding
- ▶ Decoding
- ▶ Messaging

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

Which one of the following is **NOT** a component of information process model?

- ▶ Yielding
- ▶ Retention
- ▶ Comprehension
- ▶ **Preferences**

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

ROPE is a problem-solving strategy and it stands for:

- ▶ **Research, Objective, Programming, Evaluation**
- ▶ Research, Objective, Problem, Evaluation
- ▶ Research, Objective, Promotion, Evaluation
- ▶ Resource, Objective, Promotion, Evaluation

Question No: 19 (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: 20 (Marks: 1) - Please choose one

Which one of the following is **NOT** a synonym of Target Audience?

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

Question No: 21 (Marks: 1) - Please choose one

Which one of the following tools is **NOT** used to decide 'Advertising Reach'?

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- ▶ Gross Rating Point (GRP)
- ▶ Program Rating (PR)
- ▶ Targeting Rating Point (TRP)
- ▶ **Competitive Parity Rating (CPR)**

Question No: 22 (Marks: 1) - Please choose one

Which one of the following advertising objectives can be defined to increase company's brand usage rate among existing consumers and encouraging non-users to have trial and / or purchase?

- ▶ Communication objective
- ▶ Sales objective
- ▶ **Behavior related objective**
- ▶ Media planning objective

Question No: 23 (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**
- ▶ Illumination
- ▶ Verification

Question No: 24 (Marks: 1) - Please choose one

Keep in mind the creative process of advertising, which of the following means; taking the information, working with it and thinking about it in the mind.

- ▶ **Immersion**
- ▶ Incubation
- ▶ Verification
- ▶ Digestion

Question No: 25 (Marks: 1) - Please choose one

Which of the following methods can be used to measure the radio audience?

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

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

A printing error in a newspaper advertisement is an example of:

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- ▶ Feedback
- ▶ **Noise**
- ▶ Message loop
- ▶ Carelessness

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

ABC Company manufactures processor and advertises its product for Dell 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: 28 (Marks: 1) - Please choose one

Which of the following is the process of identifying groups of customers with basically similar wants, needs, preferences or buying behaviors?

- ▶ Profiling
- ▶ Positioning
- ▶ **Segmentation**
- ▶ Targeting

Question No: 29 (Marks: 1) - Please choose one

"Technological advances, shifts in consumer tastes and increased competition can reduce the demand of a product". This threat can arise mostly in which of the stages of PLC (Product Life Cycle)?

- ▶ Introduction
- ▶ Growth
- ▶ Maturity
- ▶ **Decline**

Question No: 30 (Marks: 1) - Please choose one

At which of the following stages in the product life cycle, the sales growth starts to slow down?

- ▶ Introduction
- ▶ Growth
- ▶ Maturity
- ▶ **Decline**

Question No: 31 (Marks: 5)

Every product has tenure in a market, some products occupy the market and some are

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obsolete. Keeping product life cycle in mind, explain the stages of product life cycle and give the example of any product that are near to decline or obsolete.

Solution: There are four stage of product life cycle:

1. Introduction: In this stage product is manufacture and introduce in the market . The resources are utilized and the expenses are involved. No return even it adds to advertising expenses. The sale is at zero and no demand at all. Due to lot of other product or services in the market .

2. Growth: At this stage the graph of sale rises up step by step as the product creates its own place in the market and customers start purchasing it . the sale increases. Product becomes familiar to the customer. Consumer starts attesting the utility of product.

3.Maturity In this stage the product or service in the markets starts getting its proper market share and the sale at this stage is at its peak. The graph of sale is right at the top of the graph. The product enjoys lot of demand and sale is at its maximum point .

4.Decline; At this stage the sale and demand both decrease to its minimum. Due to many reasons . It may be new technology introduced by the competitors and ours is old . The taste changes of consumers and the competition increase. At this stage the graph comes down.

The advent of new mobile technology the communication system previously used like wireless telephony and telephonic communication are passing through stages to decline.

Question No: 32 (Marks: 10)

The process which determines what place will be occupied in the given market with the ongoing products is called positioning. Explain different ways to position a product, service and idea with the help of example.

Solution: There are nine steps involved in positioning strategy:

- 1: Identify the competitor
2. The competitor is how known and perceived by the competitor
3. visualize the strategy used by the competitor or competitors either same product or service
4. Try to understand customer thoroughly
5. Try and think about different positioning strategies available.
6. Think about the position which is vacant and not used.
7. check and evaluate your own strength and weakness.
8. No select the position.
9. monitoring and evaluation of the position:

segmentation is important . It must be kept in mind . the measures to have economic analysis is suitable for the purposes. If feel suitable have advertising for the

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product or service and advertising theme should be sufficed. It is advised by the strategist to use symbols. Do not pose some thing what you are not.

There are three important components of positioning:

- 1 Benefit : reason to purchase
- 2 Target : potential customer
- 3 Competition: anyone else in the market who is doing the same business and confronting same customer.

The process of translating thought into a symbolic form is known as

A- Encoding

B- Feedback

C- Noise

D- Decoding

2) Which of the following is NOT a requirement for setting advertising objectives?

A- Objectives must specify the amount of change.

B- Objectives must be stated in terms of profits.

C- Objectives must be realistic.

D- Objectives must be clear and in writing.

3) In terms of execution styles, a family seated at the dinner table enjoying the advertised product would be an example of which of the following types of advertising?

A- Lifestyle

B- Mood or imagery

C- Slice of life

D- Personality symbol

4) Which one of the following types of advertising promotes products, services or ideas with the expectation of making a profit?

A- Product advertising

B- Non-commercial advertising

C- Action advertising

D- Commercial advertising

5) Which one of the following refers to number of times the audience is exposed to an advertisement message?

A- Frequency

B- Reach

C- Scheduling

D- Coverage

6) Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

A- Publicity

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B- Personal selling

C- Sales Promotion

D- Public relations

7) Which one of the following is included in classification of advertisement?

A- Perceptible

B- Imperceptible

C- Target Audience

D- Induced

8) Which one of the following is NOT an ingredient of a Promotion mix?

A- Direct marketing

B- Sales promotion

C- Advertising

D- Warehousing

9) Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

A- Decline stage

B- Introduction stage

C- Growth stage

D- Maturity stage

10) A(n) _____ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.

A- Product feature

B- Brand

C- Sponsorship

D- Logo

Quiz # 1 of MKT621 has been upload1. Which one of the following is the main ingredient of Promotional mix?

A. Advertising

B. Personal selling

C. Public relation

D. All of the given options 2. Which one of the following form of communication represents advertising?

A. Paid form of personal communication

B. Unpaid form of personal communication

C. Paid form of non personal communication

D. Unpaid form of non personal communication

3. If a company's customers are concentrated in a small geographic area and the company sells technical products, which one of the following promotion methods is better?

A. Advertising

B. Personal selling

C. Publicity

D. Public relation

4. Which promotion mix ingredient costs considerably more than advertising to

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reach one person but can provide more immediate feedback?

A. Personal selling

B. Advertising

C. Publicity

D. Public relation

5. Which one of the following is NOT a part of advertising Pyramid?

A. Need

B. Attention

C. Desire

D. Interest

6. Nestle gave an advertisement, "Nestlé's makes the very best chocolate," which one of the following claim they have used in this advertisement?

A. Weasel claim

B. Puffery

C. Shock ad

D. Emotional ad

7. In US presidential election 2008, two major candidates, Barak Obama and John Mackin had spent more than \$ 28million for advertising their election campaign. Which one of the following benefits they got from this huge spending?

A. Economic

B. Social

C. Political

D. Cultural

8. Which one of the following major benefit advertising is providing to the society?

A. Using latest media

B. Using latest technology

C. Using celebrities in the advertisements

D. Providing information about a new product

9. Which one of the following is NOT a component of a product?

A. Credit term

B. Quality

C. Design

D. Packaging

10. Which one of the following is mostly closely associated with the concept of Intermediaries?

A. Market targeting

B. Channels of distribution

C. Market segmentation

D. Marketing information

Quiz # 2

Total Marks 10

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1- Which one of the following is first step in developing media plan?

A- Market situation analysis

B- Evaluation & control

C- Selection of media

D- Media strategy implementation

2- Which of the following components compare and measure the achievement of objectives in an advertising campaign?

A- Post campaign

B- Pre campaign

C- Mid campaign

D- Future campaign

3- In which one of the following components, agency analyzes whether message content & presentation will perform as desired or what changes may be required?

A- Copy research

B- Media research

C- Market research

D- Distribution research

4- A detergent that advertises how clean it gets clothes is appealing to the _____ consumer need.

A- Symbolic

B- Functional

C- Biological

D- Experimental

5- In a _____ advertising schedule, advertising is used during every period of the campaign, but the amount of advertising varies considerably from period to period.

A- Flighting

B- Pulsing

C- Dated

D- Plotted

6- Reach and frequency are aspects of which part of an advertising plan?

A- Selection of a copy platform

B- Determination of a media timing pattern

C- Setting of sequential objectives

D- Setting of the campaign budget

7- A clothing store that sets their advertising budget by following the major competitor and adding an additional 15 percent is using the _____ method.

A- Percentage-of-sales

B- Objective-and-task

C- Competitive parity

D- Affordability

8- All of the following methods are used to budget advertising expenditures EXCEPT

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- A- Case-rate budgeting
 - B- Task-method budgeting
 - C- Alternate-year budgeting**
 - D- Percentage-of-industry budgeting
- 9- All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____.
- A- Sponsorship
 - B- Advertising
 - C- Sales promotion
 - D- Personal selling
- 10 - What causal factor affects the measurement of promotion?
- A- Competitor ads
 - B- New emerging competitors
 - C- Resource shortages or excesses
 - D- All of the given options**

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 - D. All of the given options
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 - C. Publicity
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- A. Need**
 - B. Attention

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C. Desire

D. Interest

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A. Market targeting

B. Channels of distribution

C. Market segmentation

D. Marketing information

point where advertising departs from Public Relations is

- Non-paid form
- Publicity
- **Paid form**
- Press conference

2. The message "Smoking is injurious to health" is mostly used in which type of advertising.

- Puffery advertising

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- **Shock advertising**
- Creative advertising
- Smart advertising

3. Which of the following is an advertising technique uses less conventional methods than the usual specific channels of advertising to promote products and services?

- **Below the line**
- Above the Line
- Conventional advertising
- promotion

4. Which of the following is an advertising technique includes activities such as direct mail, public relations and sales promotions for which a fee is agreed upon and charged up front?

- Below the line
- **Above the Line**
- Conventional advertising
- Promotion

5. Before a response is made and before exposure is considered wasteful, the number of times a person must be exposed to an advertising message is known as ____.

- Reach
- **Frequency**
- Media vehicle
- Below the line

6. A name, term, sign, design or a unifying combination of them, intended to identify and distinguish the product or service from competing products or services is called _____.

- Personal Name
- Trade Name
- **Brand**

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- Trademark

7. _____ is the art and science of fitting the products or services to one or more segments of the broad market in such a way as to set it meaningfully apart from competition.

- **Positioning**
- Branding
- Marketing
- Segmentation

8. AIDA is abbreviation of

- American, interest, Desire, Action
- Attention, international, Desire, Action
- **Attention, interest, Desire, Action**
- Attention, interest, Data, Action

9. All of the following options are steps of making good theme except one:

- **Interest**
- Idea generation
- Copywriting
- Illustrations

10. The specific program, publication, or promotional piece used to carry an advertising _____ message is known as _____.

- Advertising program
- Promotional ad
- **Media vehicle**
- Medium

Choose the best option and answer as mention above in the
Instruction. (Marks 10)

1. Illustration is used to _____.

a) Grab attention

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b) Provide details and sales pitch

c) **Retain interest**

d) Provide brand name, slogan and trade mark

2. Advertising space usually purchased in small amounts by the public and published by

categories in its own section of the newspaper is called _____.

a) **Classified Advertising**

b) Retail Advertising

c) National Advertising

d) Section Advertising

3. Any form of advertising that appears on moving objects is called _____.

a) Flyers

b) Out of home advertising

c) **Transit advertising**

d) Out Door advertising

4. _____ means that several different advertisers buy commercial time during specific television program.

a) Sponsorship

b) **Participation**

c) Spot advertising

d) Day part

5. _____ is a World-Wide Web page that appears before the expected content page and can be used for advertising.

a) **Superstitial**

b) Ad Views

c) Button Ads

d) **Interstitial**

6. Coupons, small gift, and other incentives are part of _____.

a) **Sales promotion**

b) Advertising

c) Customer service

d) Publicity

7. Companies get benefits from IMC (Integrated Marketing Communication) through _____.

a) Brand differentiation

b) Increased brand trust

c) Improved accountability

d) **All of the given options**

8. A major problem for sales people is that it often takes longer time to _____.

a) Make a sale than it does to identify a prospect

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b) Identify prospects than it does to make a sale

c) Generate prospects from qualified leads

d) All of the above are problems

9. Which of the following activities is not part of personal selling?

a) Making sales calls

b) Closing the sale

c) Generating leads

d) Managing profit

10. _____ is less expensive than telemarketing but more expensive than e-mail marketing.

a) Direct-mail

b) Web-mail

c) Leaflets

d) All of the given options

1. Purposes of advertising agencies include:

a. Advise & counsel on marketing strategy

b. Advise & counsel on advertising and media strategy

c. Help & counsel on sales promotion & other communication tasks

d. All of the given options

2. _____ is the process and activities people engage in- when searching for, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires.

a. Consumer Behavior

b. Decision Making

c. Advertising

d. Feedback

3. A name, term, sign, design or a unifying combination of them, intended to identify and distinguish the product or service from competing products or services is called _____.

a. Personal Name

b. Trade Name

c. Brand

d. Trademark

4. _____ are individuals who have specific needs and for whom the communication must be specifically tailored.

a. Customers

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- b. Consumers
 - c. **Target Audiences**
 - d. Market Segments
5. The phenomenon whereby a product is promoted through an ad that encourages the consumers to purchase directly from the manufacturer is known as ____.
- a. Brand Advertising
 - b. **Direct Response Advertising**
 - c. Retail or Local Advertising
 - d. Public Service Advertising
6. _____ is the art and science of fitting the products or services to one or more segments of the broad market in such a way as to set it meaningfully apart from competition.
- a. **Positioning**
 - b. Branding
 - c. Marketing
 - d. Segmentation
7. A measure of the number of different audience members exposed at least once to a media vehicle in a given period of time is called _____.
- a. **Reach**
 - b. Coverage
 - c. Scheduling
 - d. Frequency
8. Criteria for MEDIA PLAN EXECUTION consists of
- a. Geographical Coverage
 - b. Creative Aspects & Mood
 - c. **Both of the given options**
 - d. None of the given options
9. In _____ method, managers establish budget amount by matching the competition's percentage of sales expenditure.
- a. Percentage of Sales Method
 - b. **Competitive Parity Method**
 - c. Objective & Task Method
 - d. None of the given options
10. The act of informing or reminding consumers about a specific product or brand is referred to as:
- a. Advertising
 - b. Marketing

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- c. Selling
- d. **Promotion**

ADVERTISING AND PROMOTION (MKT 621)

Fill in the blanks using appropriate words.

- Q 1. An account executive can only be efficient and convincing if he or she is fully aware of the **market and its trends**.
- Q 2. The selection of high quality of **people** will always produce the best and productive results thereby attracting more clients.
- Q 3. To keep advertising program on track, stay focused on your **positioning**.
- Q 4. Generally the cost of **magazines** advertising vary based on type, circulation, positioning and strength.
- Q 5. TV time periods are divided into **dayparts**, which are specific segments of a broadcast day.

Mark the statements as 'true' or 'false'.

- Q 6. The more exact the identification of your target buyer, the more efficient your marketing programs would be in generating sales.
T
- Q 7. If your customers are primarily the ultimate users of your product or service, identification is generally in terms of demographics and lifestyles.
T
- Q 8. There is a high demand for account executives but less job security than other professions.
T
- Q 9. A logotype is a symbol that stands for your company but it should not be a picture of everything you do.
F
- Q 10. Television is a good medium for conveying specific, detailed information about a product and its features; so it is basically ideal for a company which wants to influence a broad market.
F

Choose the correct option from given choices.

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- Q1. Ads are measured for effectiveness to:
- a. Choose a medium
 - b. **Avoid costly mistakes**
 - c. Focus the brand
 - d. Judge ad liking
- Q2. Highly involved _____ are more motivated and actively looking for information.
- a. Customers
 - b. Employees
 - c. **Target audiences**
 - d. Advertisers
- Q3. Which of the following is a strategy where firms focus their promotional messages on target customers?
- a. Co-branding
 - b. Advertising
 - c. Push
 - d. **Pull**
- Q4. A slogan in promotion is used because:
- a. It makes you unique
 - b. In all media immediate attention is grabbed
 - c. Always reminds of a definite brand
 - d. **All of the given options**
- Q5. _____ often appear when you access a certain website.
- a. **Pop-ups**
 - b. Banners
 - c. Links
 - d. Interstitials
- Q6. Today, the emphasis of most advertisers is on:
- a. Publicity
 - b. Billboards
 - c. Print media
 - d. **Electronic media**
- Q7. A/ an _____ is usually simple idea:
- a. TV ad
 - b. Advertising campaign
 - c. **Big idea**
 - d. Efficient idea
- Q8. _____ is measured in points or point sizes.

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- a. **Type**
- b. Design
- c. Length
- d. Style

Q9. Advertising should be abolished because it:

- a. Raises prices
- b. **Encourages monopoly**
- c. Causes corruption
- d. Forces an inferior product on customer

Q10. The constraints of promotion may include:

- a. Competitor's advertising
- b. Resistance to change
- c. Budget
- d. **All of the given options**

1) Advertising is a major promotion mix ingredient that is a...?

- A) Paid form of personal communication.
- B) Paid form of non personal communication.**
- C) Non paid form of personal communication.
- D) Non paid form of non personal communication.

2) A Bank airs a series of radio ads that claim "We are the listening bank."
This campaign would be best described as _____ advertising.

- A) Pioneer
- B) Target
- C) Product
- D) Institutional**
- E) comparative

3) Advertising that promotes organizational images, ideas, and political issues is _____ advertising.

- A) defensive
- B) Product
- C) Competitive
- D) comparative
- E) Institutional**

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4) Soft drink companies advertise that their products beat the competition in national "taste tests," and they refer to the rival brands by name. This type of advertising is best described as...?

- A) Pioneer.
- B) Competitive.
- C) comparative.**
- D) defensive.
- E) Selective.

5) The initial stage in the development of an advertising campaign is...?

- A) Creating the message.
- B) Setting the budget.
- C) Identifying and analyzing the advertising target audience.**
- D) Defining the advertising objectives.
- E) Creating the advertising platform.

6) The target audience for an advertising campaign is the?

- A) Information base on which to develop the campaign.
- B) Location and geographic distribution of persons.
- C) Group of people toward whom the advertisements are directed.**
- D) Overall goal of the advertising campaign.

7) Why should a benchmark statement be included in advertising objectives?

- A) The shareholders always like to see where a company is in relation to competition.
- B) It gives an indication of how the advertising message might best be presented.
- C) Without a reference point, it is difficult to determine to what degree the objectives have been accomplished.**
- D) The objectives become more easily attainable when such a statement is included.

8) The most effective method of determining platform issues is to use a survey of ...?

- A) Personnel with the firm.
- B) Individuals at the advertising agency.
- C) Customers.**
- D) Marketers in the industry.

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E) Advertising experts.

9) People in the marketing department are having difficulty estimating the level of effort needed to achieve advertising goals. This problem is characteristic of the _____ approach to advertising appropriation.

- A) reliable-appropriation
- B) match-competition
- C) Arbitrary
- D) objective-and-task**
- E) percent-of-sales

10) Roger McKinney complains to his advertising director that the continuing slump in orders has apparently been perpetuated by the firm's failure to have the necessary advertising expenditures in key media. Based on this information, the firm is MOST likely using the _____ approach to determine its advertising appropriation.

- A) percent-of-sales**
 - B) objective-and-task
 - C) competition-matching
 - D) Arbitrary
- Purpose of Advertising

Quiz 8

1. The purpose of advertising is:

- a. To sell more of a product or idea.
- b. To create favorable awareness for a product or service that stimulates or initiates a positive intended action to generate sales.**
- c. To build awareness of one's product or service.
- d. To persuade others to buy your product over your competitor's product.

2. The primary senses for consuming advertising are:

- a. Sight and Touch
- b. Sound and Touch
- c. Sight, Sound and Touch
- d. Sight and Sound**

3. Radio has been called the "Theater of the Mind":

- a. Because you can observe broadcasters at work at any time.
- b. As you hear, absorb, filter and relate words and sound to create your own personal image.**
- c. Because there is so much brain stimulation that takes place while listening to the radio.
- d. Because advertisers use radio to brainwash us.

4. A media that has the capability to extend the power of the human voice to wide

d. Because advertisers use radio to brainwash us.

4. A media that has the capability to extend the power of the human voice to wide

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distribution but remain personalized in reception is:

- a. Television
- b. Magazines
- c. Radio**
- d. Internet

MKT 621 advertising and promotion

-1-

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

---- 2 ----

All of the following are the limitations of TV as an advertising medium EXCEPT:

- ▶ Cost
- ▶ Clutter
- ▶ Fleeting Message
- ▶ **Creativity and Impact**

---- 3 ----

All of the following are the disadvantages of a newspaper with respect to advertising, EXCEPT:

- ▶ High waste circulation
- ▶ Short life span of information
- ▶ **Range of market coverage**
- ▶ No Audience selection

---- 4 ----

Following are the tasks of a copywriter of an advertising agency EXCEPT:

- ▶ Discussing with clients

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- ▶ Consulting creative team
- ▶ Analyzing marketing data
- ▶ **Scrutiny the media vehicle**

---- 5 ----

Keep in mind the creative process of advertising, which of the following means; taking the information, working with it and thinking about it in the mind.

- ▶ Immersion
- ▶ Incubation
- ▶ Verification
- ▶ Digestion

---- 6 ----

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
- ▶ Illumination
- ▶ Verification

---- 7 ----

Which one of the following defines the decoding process?

- ▶ Intensity of the transmission becomes stronger
- ▶ Receiver attempts to convert signs into concepts and ideas
- ▶ Source provides clue to convert signs into concepts and ideas
- ▶ Receiver filters noise from the feedback

---- 8 ----

Which of the following term is used to describe the phenomenon of a marketplace being full or even overcrowded with products?

- ▶ Zipping
- ▶ Zapping
- ▶ Pulsing
- ▶ Clutter

---- 9 ----

Which of the following are the basic modes for advertising scheduling?

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- ▶ Fixed, Fighting and Multisensory
- ▶ Full Flight, Half Flight and Burst
- ▶ Continuity, Flighting and Pulsing
- ▶ Multisensory, Video, Pulsing

---- 10 ----

Which one of the following is NOT a synonym of Target Audience?

- ▶ Target customer
- ▶ Disbeliever customers'
- ▶ Target market
- ▶ Focus group

---- 11 ----

Which one of the following defines the basic purpose of promotion?

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

---- 12 ----

RACE strategy is one of the old problem-solving techniques and it was proposed by:

- ▶ Johan Martson
- ▶ Jerry Hendrix
- ▶ E.K. Strong
- ▶ Kleeppner

---- 13 ----

ROPE is a problem-solving strategy and it stands for:

- ▶ Research, Objective, Programming, Evaluation
- ▶ Research, Objective, Problem, Evaluation
- ▶ Research, Objective, Promotion, Evaluation
- ▶ Resource, Objective, Promotion, Evaluation

---- 14 ----

Which of the following tools is/are the ingredient/s of promotional mix?

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- ▶ Advertising
- ▶ Personal selling
- ▶ Public relations
- ▶ All of the given options

---- 15 ----

Which type of the research helps agency to analyze whether message content & presentation will perform as desired or not?

- ▶ Copy research
- ▶ Media research
- ▶ Market research
- ▶ Advertising research

---- 16 ----

Which one of the following is the part of post-campaign evaluation in an advertising research?

- ▶ Media Schedule
- ▶ Assess Effectiveness
- ▶ Coincidental Surveys
- ▶ Brand Tracking

---- 17 ----

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
- ▶ Ratio Approach

---- 18 ----

In which of the following advertising budget approaches, management decides how much to spend on advertising by ignoring the market reality?

- ▶ Market Share Approach
- ▶ Top Down approach
- ▶ Bottom Up Approach
- ▶ Risk Approach

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---- 19 ----

'Above the line media' and 'Below the line media' are two important terms used in advertising based on promotional techniques. Which of the following is the example of 'Below the line media' promotion?

- ▶ TV
- ▶ Radio
- ▶ Cinema
- ▶ Direct mail

---- 20 ----

'Above the line media' and 'Below the line media' are two important terms used in advertising based on promotional techniques. Which of the following is the example of 'Above the line media' promotion?

- ▶ Direct mail
- ▶ Exhibition
- ▶ Broadcast
- ▶ Sales Literature

---- 21 ----

Which one of the following is NOT included directly in the formulation of advertising message?

- ▶ Content
- ▶ Format
- ▶ Source
- ▶ Audience

---- 22 ----

Which approach can be used for positioning strategy?

- ▶ The product user approach
- ▶ The product class approach
- ▶ The use or application approach
- ▶ All of the given options

---- 23 ----

'Communication Response Pyramid' comprises of two types of objectives; communication and behavioral. Which one of the following is NOT a part of communication objective?

- ▶ Awareness

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- ▶ Knowledge
- ▶ Preferences
- ▶ Trial

---- 24 ----

Liana advertising agency (LAA) handles all aspects of the advertising process including planning, design, production, and placement services to its client “Xing Construction Company of China”. LLA is a _____.

- ▶ Creative agency
- ▶ Full service agency
- ▶ Composite agency
- ▶ Media Independent agency

---- 25 ----

Technological advances, shifts in consumer tastes and increased competition can reduce the demand of a product. Mostly this threat can arise in which phase of PLC (Product life cycle)?

- ▶ Decline stage
- ▶ Introduction stage
- ▶ Growth stage
- ▶ Maturity stage

---- 26 ----

Which of the following strategies is followed by a company when it lunches a new product in existing market?

- ▶ Market penetration
- ▶ Market development
- ▶ Product development
- ▶ Diversification

---- 27 ----

A product that is perceived as being of average quality by you may be perceived as being of high quality by your friend who has_____.

- ▶ Higher expectations
- ▶ Neutral expectations
- ▶ Average expectations
- ▶ Lower expectations

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---- 28 ----

Which one of the following is the best option available at the decline stage of business cycle?

- ▶ Change the sales force
- ▶ Launch same product in different market
- ▶ Increase the advertising budget
- ▶ Appoint new marketing manager

---- 29 ----

If a beverage company says, "We probably become the leader of beverage industry in next year". Which one of the following appeals company has used in this advertisement?

- ▶ Puffery
- ▶ Weasel claim
- ▶ Shock ad
- ▶ Poignant Declare

---- 30 ----

In which of the following years, the first newspaper ad seeking buyer for an Oyster Bay, was published?

- ▶ 1743
- ▶ 1704
- ▶ 1782
- ▶ 1793

---- 31 (Marks: 5)

After conceiving the problem well, you are required to provide a tentative solution of the problem. What are the steps involved to predict an agreeable solution of a problem?

---- 32 (Marks: 10)

Each component of marketing mix has its importance but integrated form of components can produce more out of them. How can you assemble these components and what factors you will consider to assemble them?

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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

Which one of the following tools is specifically designed to promote a product to massive audience?

- ▶ **Advertising**
- ▶ Public Relations
- ▶ Publicity
- ▶ Personal selling

Question No: 3 (Marks: 1) - Please choose one

Which one of the following tools is more influential for massive target audience to convey a message that is helpful in making a buying decision?

- ▶ Publicity
- ▶ Personal Selling
- ▶ **Public relation**
- ▶ Advertising

Question No: 4 (Marks: 1) - Please choose one

Which one of the following is the cheapest tool to promote a product?

- ▶ Advertising
- ▶ Publicity
- ▶ **Personal Selling**
- ▶ Sales Promotion

Question No: 5 (Marks: 1) - Please choose one

Following are the product differentiations based on customers' perception
EXCEPT:

- ▶ Perceptible
- ▶ Imperceptible
- ▶ **Persuasion**
- ▶ Induced

Question No: 6 (Marks: 1) - Please choose one

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Which one of the following is the primary focus of advertising toward target audience?

- ▶ Persuasion
- ▶ Push the customer
- ▶ Availability of a product
- ▶ **Information of a new product**

Question No: 7 (Marks: 1) - Please choose one

Nazim heard an advertisement on the radio, asking for donations of usable clothes and household items to the earthquake victims. This advertisement is an example of _____.

- ▶ Public Connection Program
- ▶ **Public Service Announcement**
- ▶ Public Cooperative Ad
- ▶ Public Deceptive Campaign

Question No: 8 (Marks: 1) - Please choose one

Which of the following is **NOT** usually defined as an element of standard marketing mix?

- ▶ Product
- ▶ Price
- ▶ Place
- ▶ **People**

Question No: 9 (Marks: 1) - Please choose one

Which of the following is least likely to be associated with a firm's macro-environment?

- ▶ Cultural convergence
- ▶ Study of the changing birth rate
- ▶ Analysis of household savings ratios
- ▶ **A new staff incentive scheme**

Question No: 10 (Marks: 1) - Please choose one

For a given market, a demand curve is the relationship between _____.

- ▶ **Price and quantity**
- ▶ Price and supply
- ▶ Demand and supply
- ▶ Supply and quantity

Question No: 11 (Marks: 1) - Please choose one

Mr. Robin is working in an advertising agency and he is overall incharge of all

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creative and art work related to agency's clients. Which one of the following position he has?

- ▶ Copy & Design Developer
- ▶ Idea Director
- ▶ **Creative Director**
- ▶ Media Director

Question No: 12 (Marks: 1) - Please choose one

Which one of the following types of advertising, attempts to create a favorable long-term perception of an entire business instead of particular product or service?

- ▶ Brand Advertising
- ▶ **Institutional Advertising**
- ▶ Business to Business Advertising
- ▶ Public Service Advertising

Question No: 13 (Marks: 1) - Please choose one

Which one of the following puts different pieces of information together in a creative process?

- ▶ Orientation
- ▶ Ideation
- ▶ Incubation
- ▶ **Synthesis**

Question No: 14 (Marks: 1) - Please choose one

Which of the following refers to potential audience might be exposed to the advertising message?

- ▶ Reach
- ▶ Frequency
- ▶ Scheduling
- ▶ **Coverage**

Question No: 15 (Marks: 1) - Please choose one

Which type of the research helps agency to analyze whether message content & presentation will perform as desired or not?

- ▶ **Copy research**
- ▶ Media research
- ▶ Market research
- ▶ Advertising research

Question No: 16 (Marks: 1) - Please choose one

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Which of the following tools is/are the ingredient/s of promotional mix?

- ▶ Advertising
- ▶ Personal selling
- ▶ Public relations
- ▶ **All of the given options**

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

After watching the 30-minute infomercial on surf excel, Sana was certain the cleaning product would remove the grape juice stain from her white shirt. In terms of the communication process, Sana had engaged in which of the following process?

- ▶ **Evaluating**
- ▶ Encoding
- ▶ Decoding
- ▶ Messaging

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

All of the following are the "Advertising Hierarchy Models" EXCEPT:

- ▶ AIDA model
- ▶ Innovation-adoption model
- ▶ Information procession model
- ▶ **Hierarchy of outcomes model**

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

ROPE strategy is one of the old problem-solving techniques and it was proposed by:

- ▶ Kleppner
- ▶ Johan Martson
- ▶ **Jerry Hendrix**
- ▶ E.K. Strong

Question No: 20 (Marks: 1) - Please choose one

RACE and **ROPE** are two problem-solving strategies. Which of the following factors are common in both strategies?

- ▶ Research, Action
- ▶ Research, Objective
- ▶ **Research, Evaluation**
- ▶ Research, Communication

Question No: 21 (Marks: 1) - Please choose one

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Which one of the following tools is used to decide 'Advertising Reach'?

- ▶ Net Program Rating
- ▶ **Target Rating Scale**
- ▶ Net Rating Scale
- ▶ Gross Rating Point

Question No: 22 (Marks: 1) - Please choose one

Which one of the following advertising objectives can be defined to increase company's brand usage rate among existing consumers and encouraging non-users to have trial and / or purchase?

- ▶ Communication objective
- ▶ Sales objective
- ▶ **Behavior related objective**
- ▶ Media planning objective

Question No: 23 (Marks: 1) - Please choose one

All of the following are the different types of advertising theme, **EXCEPT:**

- ▶ Utilitarian
- ▶ Focused
- ▶ Informative
- ▶ **Research**

Question No: 24 (Marks: 1) - Please choose one

Which section of an advertisement copy provides information about the brand name or trademark of the company?

- ▶ Headline
- ▶ Body copy
- ▶ **Signature**
- ▶ Illustration

Question No: 25 (Marks: 1) - Please choose one

All of the following are the responsibilities of a copywriter in advertising agency, **EXCEPT:**

- ▶ Writing clear, persuasive and original copy
- ▶ Carefully proof reading copy to check spellings & grammar
- ▶ Keeping up to date with popular culture & trends
- ▶ **Deciding about media for placing an advertisement**

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

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All of the following can be part of a creative team for creating an advertisement in an advertising agency, **EXCEPT**:

- ▶ Copywriter
- ▶ Art Director
- ▶ Creative Director
- ▶ **Media Director**

Question No: 27 (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: 28 (Marks: 1) - Please choose one

All of the following are the advantages of TV advertising, **EXCEPT**:

- ▶ Creativity and Impact
- ▶ Captivity and attention
- ▶ Selectivity and flexibility
- ▶ **Clutter and Costs**

Question No: 29 (Marks: 1) - Please choose one

A printing error in a newspaper advertisement is an example of:

- ▶ Feedback
- ▶ **Noise**
- ▶ Message loop
- ▶ Carelessness

Question No: 30 (Marks: 1) - Please choose one

Which of the following advertising agencies offers both creative & media services with research to its clients?

- ▶ Creative agency
- ▶ Full Service agency
- ▶ **A Composite agency**
- ▶ Media Independent agency

Question No: 31 (Marks: 5)

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Suppose you are going to advertise your product on TV. What are the limitations you will face while using TV as a medium?

Solution:

Television being an image building and visual medium it offers the ability to convey your message with sight sound and motion.

Despite being an advantage it still has some limitations and disadvantages which limit its use for the advertisers;

1. It is a costly medium.
2. It does not offer much audience selectivity like radio and magazines, newspaper or direct mail.
3. Deception technology and art are used to tell the stories to create a desired reaction and effect which are not usually true rather fake.
4. Clutter advertiser message is only on one or more occasions its result is effectiveness because of clutter.
5. Limited attention the message is for a lot of people but during commercial breaks the number of audience becomes less.

Fleeting messages. TV commercials usually remain for 30 seconds of time or less very short time cannot produce the requisite impression and effectiveness like to examine consider and decide.

6. Further message is temporary which requires multiple ads to rise above the clutter. TV cannot be a right media in the countries less developed where the common people cannot get TV. And there TV is scarce.

Question No: 32 (Marks: 10)

Advertising and public relations are the tools of promotional mix. How are these tools different from each other? Give examples to differentiate both tools.

Solution:

Advertisements differ from PR. Public relation is not the form of advertising basically.

We may say PR is a big thing and advertising is its part. PR has a broader perspective

Differences:

1. PR is not a paid form like advertising this is the difference we do not pay for PR whereas advertising is always paid.
2. Public Relation is not the form of advertising.
3. PR is for everyone and advertising is limited to special selling and buying tasks and activities.
4. Advertising may not be in practice due to some reason with any organization but PR is always continued.
5. PR is related to all the communication of the total organization while advertising is only used for marketing functions and sales objectives within the organization.
6. You have to pay nothing for PR but advertising is always paid it is the main difference. We may say advertising is the tool of PR

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The role of PR is informative educator and creating understanding through knowledge. It paves way for the advertising by creating the situation and circumstances by its activities creating knowledge and understanding of the product or service being promoted through advertising. In other words PR gives the market education. Then the message of advertising becomes most persuasive. PR by market research decides on type of advertising and on the basis of market information also decides the choice and use of media. Therefore we can say that advertising is one of the important tool of PR. Usually advertising is the baby of PR mind.

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