

MIDTERM EXAMINATION Spring 2010
MCM501- Advertising for Print and Electronic Media

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

Which of the following statement about advertising is correct?

- Advertising is a form of persuasive communication.
- Advertising is not a very old profession.
- Advertising serves the purpose of selling only physical goods.
- The profession of Advertising has never faced any ethical issue.

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

The largest portion of marketer's budget goes toward:

- Hiring an advertising agency
- Buying media for advertising
- Conducting research to measure effectiveness of the ad campaign
- Media Planning

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

A Copywriter and _____ work together in the development of creative work.

- Art Director
- Account Director
- Manager
- Creative Director

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

Planning an advertisement campaign begins with an/a _____, primarily when an advertiser approaches an agency.

- Survey
- Idea
- Investigation
- Analysis

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

The retail advertiser generates a great sense of _____ in the advertising department.

- Pressure
- Urgency
- Difficulty
- Simplicity

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

Local advertising is usually considered to be synonymous with which of the following term?

- Retail advertising
- Trade advertising
- Professional advertising
- Industrial advertising

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

Which of the following is not included in Static Media?

- Theatre
- Poster
- Banner
- Neon Signs

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

Which of the following is mostly used in the promotion of films in cinema halls?

- Vehicle displays
- Posters
- Flip charts
- Hoardings

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

The section of the population that is identified as likely to be most interested in buying or being associated with a product refers to:

- Consumer
- Projected audience
- Target audience
- Buyer

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

The stages in the AIDA model are _____.

Attention, interpretation, diagnosis, and absorption

Awareness, interest, diagnosis, and action

Attention, interest, desire, and action

Acceptance, intent, desire, and action

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

Nokia advertisement ends with the line Nokia –connecting People. This line is its _____.

Slogan

Call-out

Headline

Caption

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

Claims that appear substantial upon first look but disintegrate into hollow meaninglessness on analysis are called _____.

Vague Claim

Weasel Claim

Unfinished Claim

Scientific Claim

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

Who is often portrayed as the person that writes the word for an advertising message?

Copywriter

Script writer

Drama writer

Play writer

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

_____ refers to what media type be used for advertising.

Media mix

Media strategy

Media planning

Media advocacy

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

All of the given are the non-traditional media opportunities for advertisements, except:

Product placements

Blogs

Podcasts

Print media

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

When media planners use multiple media categories for advertising, the approach used is called:

Media concentration

Print media

Media Dispersion

Blogs

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

In case of newspapers, the relative cost is determined as per centimeter per column, and in case of magazines, the cost is worked out normally at _____.

Per page

Per paragraph

Per line

Per part

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

In the radio advertising which of the following is more important?

Time

Product

Manufacturer

Brand

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

A popular sixty minute TV serial usually contains how many minutes of advertisements?

Two

Three

Five

Fifteen

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

Who among the following used papyrus to create sales messages and wall posters for advertising in past?

- Arabians
- Egyptians
- Africans
- Americans

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

Which of the following characteristic differentiates advertising from propaganda?

- Identified sponsor
- Use of media
- Persuasion
- All of the given options

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

Which of the following statements about social responsibility is FALSE? Social responsibility:

- Can be viewed as a contract with society
- Is a company's obligation to maximize its positive impact and minimize its negative impact on society
- Is a vital factor in marketing strategy decisions
- Relates to individual decisions

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

Which of the following brand, being the top advertiser in Pakistan, spent over Rs.1 billion on advertising according to the statistics of 1999?

- Lever Brothers
- Lakson Tobacco
- Pakistan Tobacco Company
- Pepsi Cola

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

Which of the following is usually used to designate the type of advertising which is done by a manufacturer on a nationwide scale to stimulate demand for his product among ultimate consumers?

- Regional advertising
- National advertising
- Professional advertising
- Retail advertising

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

Which of the following are NOT among the advantages of television advertising?

- Dramatic impact
- Pervasive - most homes have at least one
- Abundance of ads appearing one after the other
- Celebrity endorsing the product

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

Which of the following is used by media planners to set their objective for the total number of people exposed to the media plan?

- Reach
- Clutter
- Appeal
- Cost

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

Which of the following are not considered part of psychographic segmentation?

- Activities
- Opinions
- Interests
- Gender

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

Toothpastes, soft drinks usually follow which of the following media scheduling technique?

- Bursting Technique
- Blinking Technique
- Continuous Schedule
- Pulsing Schedule

Question No: 29 (Marks: 3)

What type of appeal is generally used in "Dalda" ads?

Question No: 30 (Marks: 3)

What do you know about the Road Blocking technique used in advertising?

Question No: 31 (Marks: 5)

How AIDA formula is helpful for a copywriter?

Question No: 32 (Marks: 5)

What effect frequency considerations have on the advertisements?

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