

	Question	option 1	option 2	option 3	option 4
	ADVERTISING AND CONTEMPORARY SOCIETY				
1	what is full form of NGO?	Non Global Organizat	National Government	Non Governmental organiza	Non Going Organization
2	social networks are organized primarily around _____.	brands	people	discussions	interests
3	what is meant by Brand Management?	Managing the market	Management of the m	The company sales manager	creating a consistent image
4	How much area cover jungle in Africa?	75%	48%	22%	88%
5	Role of industries in _____ economy is incomparable.	Indian	UK	Russian	French
	COPY WRITING				
1	Tone of voice both embodies & expresses _____.	The brands	Favourite	Language	cluture
2	Live commercials are usually done under _____.	TV Ads	Print Ads	Radio Ad	Newspaper AD
3	The attributes of senior citizens are _____	Physical conditions	Keep message	special needs	Using of floral
4	How are we going to get there?	The market and trend	Situational	opportunities	actions,plans & controls
5	Copywriting for digital medium includes writing for _____.	newspapers	Radio	Television	WEB
	BRAND BUILDING				
1	The branding ensures _____ of the product.	Growth	Expense	Loses	Taxes
2	Brand personality is nothing but _____ of brand.	personification	Projection	Promotion	Positioning
3	As per the Brand personality scale, there are _____ dimer	Three	Four	Five	six
4	Every products have two benefits _____ & Emotional.	Economical	Functional	Social	Political
5	_____ enhances or depreciates the value of a brand	Focus	Publicity	Promotion	Equity
	CONSUMER BEHAVIOR				
1	_____ is the buying behavior of final consumers.	Global purchasing	Business buying beha	Reseller buyer behavior	Consumer buyer behavior
2	_____ portrays the whole person interacting with his or h	Prohibitive self conce	product	Personality	self concept
3	which of the following is not included in the marketing com	Price	Advertising	public relations	Packaging
4	_____ constitutes moderate consumer behaviour,but st	Limited decision ma	need recognition	Routine decision making	post purchase
5	Persons own living or interacting and acting pattern is clas	personality and self c	Life style	social class	interaction
	MEDIA PLANNING AND BUYING				
1	Every media plan begins with the _____.	Media objectives	Market analysis	Media mix	Media strategy
2	The _____ should be the format summation of the task th	Media brief	Media expansion	Media buying	Media selling
3	what is ABC?	American business cir	American business co	Audit bureau of circulation	Audit broadcast and circulation
4	_____ refers to the number of people that will be exposed	Frequency	Reach	CPM	CPP
5	celebrity branding is a part of _____ advertising media.	Print	New	Internet	Innovative