

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO (any one)	Bloom's Taxonomy Level (any One most relevant only)
A	obj	1	Which of the following is NOT a part of marketing communication mix?	Telemarketing	Public relations	Sales promotion	Advertising	C	C01	L1, L2
A	obj	1	IMC stands for what?	Internal marketing communication	Integrated marketing communication	Integrated managing company	Internal marketing communit	B	C01	L1, L2
A	obj	1	What are the companies doing from the following options as a result of an explosion of morefocused media that better match today's targeting strategies?	More narrowcasting and less broadcasting	Less broadcasting and more narrowcasting	Less narrowcasting and broadcasting	More narrowcasting and broadcasting	D	C01	L1, L2
A	obj	1	The AIDA is known as the _____ model.	"think, feel, do"	"see, feel, do"	"see, think, do"	"see, think, feel"	A	C01	L1, L2
A	obj	1	All of the following are examples of Electronic Media except.....	Websites	Consumer blogs	Online games	Social marketing	B	C01	L1, L2
A	obj	1	Click-through tracking measures...	How many times users close banner advertisings on web sites	How many times users sell banner advertisings on web sites	How many times users click on banner advertisings on web sites	How many times users buy from banner advertisings on webs sites	C	C01	L1, L2
A	obj	1	Which of the following is the correct formula for Return on Investment, or ROI?	$(\text{Sales X Gross margin\%} - \text{Marketing expenditure}) / \text{Marketing}$	$(\text{Sales X Gross margin\%} - \text{Marketing expenditure}) / \text{Marketing sales}$	$(\text{Sales X Gross margin\%} - \text{Marketing expenditure}) / \text{Marketing mix}$	$(\text{Sales X Gross margin\%} - \text{Marketing expenditure}) / \text{Marketing expenditure}$	D	C01	L1, L2
A	obj	1	Elements of an Integrated Communication Strategy include:	Personal selling	Advertising	Sales promotion	All of the above	D	C01	L1, L2
A	obj	1	what word(s) define a communication budget that is a fixed percentage of forecasted sales?	Competitive parity	Affordable budgeting	Percentage of sales	Expensive budgeting	C	C01	L1, L2
A	obj	1	Mass-media advertising routinely involves a company investing millions or even billions of dollars to reach tens of _____ of customers with a single ad	billions	thousands	millions	hundred	C	C01	L1, L2
A	obj	1	Which of the following is NOT a factor in the changes occurring in today's marketing communications?	Mass markets have fragmented, and marketers are shifting away from mass marketing.	Improvements in communication technologies are changing how companies and customers communicate with each other.	Companies routinely invest millions of dollars in the mass media	Mass media no longer capture the majority of promotional budgets.	D	C01	L1, L2
A	obj	1	In the "chaos scenario" predicted by some advertising industry experts, the old mass-media communications model will be abandoned in favor of _____	public relations	direct marketing	push and pull strategies	the possibilities of new digital technologie	D	C01	L1, L2
A	obj	1	All of the following are reasons that marketers are losing confidence in television advertisingEXCEPT which one?	TV ad spending is rising at a slower rate than online ad spending.	TV and other mass media still capture the lion share of promotional budgets.	Many viewers are using video on demand and TiVo-like systems.	Younger consumers are using different media	B	C01	L1, L2
A	obj	1	Integrated marketing communications require a company's mass-market advertisements, Website, e-mail, and personal selling _____ to all have _____	Equal portions of the advertising budget	Independent communications directors	Separate marketing objectives	The same message, look, and feel	D	C01	L1, L2
A	obj	1	Integrated marketing communications produces better _____ and greater _____ impact	consistency; sales	sales; consistency	marketing; sales	variety; production	A	C01	L1, L2
A	obj	1	Using integrated marketing communications, the communications process should start with _____	advertising strategy	the competitive-parity method	public relations	an audit of all the potential customer touch points	D	C01	L1, L2

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A	obj	1	To communicate effectively, a marketing communicator must _____ the consumer's field of experience	compete with	share	understand	create	C	C01	L1, L2
A	obj	1	The six _____ stages that consumers normally pass through on their way to making a purchase include awareness, knowledge, liking, preference, conviction, and	personal readiness	buyer-readiness	objective readiness	purchase direct readiness	B	C01	L1, L2
A	obj	1	A message showing a product's quality, economy, value, or performance is called a(n) _____ appeal	Structural	rational	emotional	moral	B	C01	L1, L2
A	obj	1	All of the following are strategies a marketer would use to lead consumers into making the final step toward a purchase EXCEPT which one?	offer special promotional prices	offer add-on features	offer premiums	use extensive "teaser" advertising	D	C01	L1, L2
A	obj	1	Which element in the IMC strategy considers how the level of complexity in IMC strategies leads marketers to design new ways to measure the results of IMC campaigns?	The consumer	Evaluation of communication	The channels through which the message is communicated	Evaluation of the products	B	C02	L3
A	obj	1	Vast numbers of consumers are aware of your product. It is now your goal to enhance preference for your product. You plan to use nonpersonal communications through print media. This will include all of the following EXCEPT	newspapers	magazines	Internet "chats"	direct mail	C	C02	L3
A	obj	1	Though the _____ method of setting an advertising budget is simple to use and helps management think about the relationships among promotion spending, selling price, and profit per unit, it wrongly views sales as the cause of promotion rather than the result	percentage-of-sales	affordable	competitive-parity	objective-and-task	A	C02	L3
A	obj	1	What is 'advertising appeal'?	Refers to the approach used to attract the attention of consumers and/or influence feelings towards the product	The feelings a consumer gets after having bought a product	The practical and functional reasons a consumer purchases a product	The dominant traits of a product being advertised	A	C02	L3
A	obj	1	The Triangle of Communication is formed by :	Advertiser, Ad Agency, Media	Advertiser, Audience, Media	Ad Agency, Audience, Media	Advertiser, Audience, Ad Agency	B	C02	L3
A	obj	1	Delivering the right message to the right person at the right time is the fundamental objective of:	Advertising	Copywriter	Branding	Media Vehicle	D	C02	L3
A	obj	1	Developing ___ involves a series of decisions for planning, creating, delivering, and evaluating an advertising effort	Marketing plan	Advertising message	Advertising campaigns	None of these	C	C02	L3
A	obj	1	Expand DAGMAR	Defining Advertising Goals for Measured Advertising Results	Developing Advertising Goals for Measuring Advertising Results	Defining Agency Goals for Measured Advertising Results	Defining Advertising Goals for Marketing & Advertising Results	A	C02	L3
A	obj	1	What is Zapping?	switching of channels during boring programs or ad commercials	switching programs using a remote	fast-forwarding through commercials in programs recorded on a video cassette/TV.	None of these	B	C02	L3
A	obj	1	The ___ is considered to be the most important part of a print copy that is supposed to convey the main message in an advertisement	Copy	Pictures	Jingle	Headline	D	C02	L3
A	obj	1	Who among the following is responsible to keep updates with media trends, obtain media costs, discover market trends and understand the motivations of consumers?	Client Service executive	Media Planner	Media Buyer	Advertising Agency	B	C02	L3
A	obj	1	What factors should be considered while setting the advertising budget?	Competition	Market situation	Sales decay rate	All the above	D	C02	L3

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A	obj	1	Misleading Advertising, Unethical Product Endorsements, Stereotyping are some of the advertising .	Strategies	Malpractices	Practices	Drawbacks	B	C02	L3
A	obj	1	Products with little or more differentiation can call for ___ advertising.	Low	Heavy	Minimum	Maximum	B	C02	L3
A	obj	1	The number of copies sold or distributed by a newspaper or magazine is termed as	Readership	Circulation	Frequency	Reach	B	C02	L3
A	obj	1	The following is the biggest limitation of advertising.	It forces the consumer to buy the things he does not need	It sells gloss and dreams too and dreams to prospective buyers	It tells consumers about the arrival of new products in the market	All of the above	A	C02	L3
A	obj	1	If the current state of the prospective buyer is interested and motivated to buy, then we should have the following communication objective	Change advertisements on the website	Overcome barriers to purchase (present in prospective buyer's mind)with easy-to-accept	Undertake successful sales transactions	Allow prospective customers to try products through samples	B	C02	L3
A	obj	1	Which one of the following media would be suitable for building brand image?	Run-of-the-mill advertisements on TV channels during prime viewing hours	Advertisements during intervals in the cinema halls	Gloss advertisements in and newspapers of repute	E-mail message to prospective clients	B	C02	L3
A	obj	1	___ and ___ help lock in key phrases that are a brand image.	Pop-ups, Jingles	Displays, SlogAns:	SlogAns:, Jingles	Jingles, Displays	C	C02	L3
A	obj	1	___ cannot be the objective of advertising.	Creating a brand image	Announcing new outlets	Promoting sales	Broadcasting entertaining commercials	D	C02	L3