

QUESTION	SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR
1	A	SINGLE-CORRECT	1	The ultimate goal of integrated marketing communication is to	CO1		Remember and Understand	My Institute	Increase Brand Awareness	Incorrect	Affect the behaviour of the targeted audience	Incorrect	Learn how to outsell the competition	Incorrect	Lower marketing efforts
2	A	SINGLE-CORRECT	1	Which of the following is NOT a form of media advertising?	CO1		Remember and Understand	My Institute	Television	Incorrect	Radio	Incorrect	Sales Promotion	Correct	Online
3	A	SINGLE-CORRECT	1	Which healthcare organization used the wordings, "hum jaante hai...Ghar jaise koi jagah ho hi nahi sakti isliye hamari koshish hai ki aapke apne sahi-salaamat aur jald ghar pahuche" (There can be no place like home, so it is our endeavour that you reach home safely and quickly) in their advertising campaign?	CO1		Remember and Understand	My Institute	Fortis Healthcare	Incorrect	Apollo Healthcare	Incorrect	Max Healthcare	Correct	AIIMS
4	A	SINGLE-CORRECT	1	Which organization defined Integrated Marketing Communication as "a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time."	CO1		Remember and Understand	My Institute	American Association of Advertising Agencies	Incorrect	Don Schultz of Northwestern University of USA	Incorrect	American Marketing Association	Correct	European Marketing Academy
5	A	SINGLE-CORRECT	1	Which of the following is a major reason why marketing communication happens?	CO1		Remember and Understand	My Institute	To motivate employees	Incorrect	To persuade customers and generate recall	Correct	Maintain the balance sheet	Incorrect	To design a product
6	A	SINGLE-CORRECT	1	American Marketing Association defines Marketing as "the activity, set of institutions and process of creating, _____, delivering and exchanging offerings that have value for customers, clients, partners and society at large."	CO1		Remember and Understand	My Institute	Communicating	Correct	Controlling	Incorrect	Diversifying	Incorrect	Converging
7	A	SINGLE-CORRECT	1	What is the key advantage of combining AI and IMC in marketing?	CO1		Remember and Understand	My Institute	Guaranteed success of marketing campaigns	Incorrect	Improved customer engagement and ROI	Correct	Reduced marketing expenses	Incorrect	Elimination of the need for marketing professionals
8	A	SINGLE-CORRECT	1	Which of the following is NOT a positioning strategy?	CO1		Remember and Understand	My Institute	Cost Leadership	Incorrect	Product Differentiation	Incorrect	Market Expansion	Correct	Niche Marketing

9	A	SINGLE-CORRECT	1	What role does synergy play in IMC?	CO1		Remember and Understand	My Institute	It ensures that all marketing channels work together for greater impact.	Correct	It creates conflict within the marketing team.	Incorrect	It focuses on reducing communication efforts.	Incorrect	It encourages the use of only one marketing channel.
10	A	SINGLE-CORRECT	1	What is the primary function of an advertising agency?	CO1		Remember and Understand	My Institute	Managing Inventory	Incorrect	Creating Ad Campaigns	Correct	Setting Product Price	Incorrect	Conducting Marketing Research
11	A	SINGLE-CORRECT	1	Which department within an advertising agency is responsible for designing visual elements and layouts of advertisements?	CO2		Apply	My Institute	Creative Department	Correct	Account Management	Incorrect	Media Planning	Incorrect	Research and Analytics
12	A	TWO-CORRECT	1	Which of the following is NOT typically offered by a full-service advertising agency?	CO2		Apply	My Institute	Creative Development	Incorrect	Media Buying and Planning	Incorrect	Public Relation Service	Incorrect	Manufacturing of Product
13	A	SINGLE-CORRECT	1	What is media planning in the context of advertising agencies?	CO2		Apply	My Institute	Selecting the most effective media channels for advertising campaigns	Correct	Creating advertising content	Incorrect	Managing client accounts	Incorrect	Conducting market research
14	A	SINGLE-CORRECT	1	ABC Company wants to launch a new product. They have decided to use Integrated Marketing Communication (IMC) to promote it. Which of the following best describes the essence of IMC in this context?	CO2		Apply	My Institute	Creating a consistent and unified message across various marketing channels.	Correct	Using only traditional advertising methods for promotion.	Incorrect	Promoting the product through a single advertising channel.	Incorrect	Reducing the marketing budget to save costs.
15	A	SINGLE-CORRECT	1	Disney's "The Magic of Possibility" campaign showcased various Disney characters and stories, highlighting the theme of endless possibilities. What is the primary purpose of this BIG IDEA?	CO2		Apply	My Institute	To emphasize the magic and imagination associated with Disney	Correct	To confuse the audience with multiple messages	Incorrect	To reduce advertising expenses	Incorrect	To use a single marketing channel for promotion

ANSWER-FOUR-STATUS	ANSWER-FIVE	ANSWER-FIVE-STATUS	
Incorrect	All of these are correct	Correct	
Incorrect	Magazine	Incorrect	
Incorrect	Narayana Healthcare	Incorrect	
Incorrect	None of the above	Incorrect	
Incorrect	All of these are correct	Incorrect	
Incorrect	Clarifying	Incorrect	
Incorrect	Better Reach	Incorrect	
Incorrect	All of these are correct	Incorrect	

Incorrect	Create Differentiation	Incorrect	
Incorrect	Promote Sales	Incorrect	
Incorrect	All of these are correct	Incorrect	
Correct	Recruiting Sales Force	Correct	
Incorrect	Writing Script	Incorrect	
Incorrect	All of these are correct	Incorrect	
Incorrect	None of the above	Incorrect	

Incorrect	None of the above	Incorrect	
Incorrect	All of these are correct	Incorrect	
Incorrect	All of these are correct	Incorrect	
Incorrect	Amazon	Incorrect	
Incorrect	All of the above	Incorrect	