

Instructions

All Questions in Section I is compulsory
Attempt any 12 out of the 15 questions in Section II
Attempt any 8 out of the 15 questions in Section III

Section I

1.	In _____, presentation of goods and services is made before customers for selling the product.
(a)	Publicity
(b)	Personal selling
(c)	Sales Promotion
(d)	Advertising
	Marks: 1

2.	_____ agency provides all advertising services under one roof.
(a)	Creative boutique
(b)	Full-service
(c)	In-house
(d)	Modular
	Marks: 1

3.	_____ code guides the advertisers, media and advertising agencies.
(a)	SEBI
(b)	ASCI
(c)	DAVP
(d)	AMA
	Marks: 1

4	The alphabet I in AIDA process stands for _____.
(a)	Interest
(b)	Initiative
(c)	Install
(d)	Impress
	Marks: 1

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(20 questions)

Section II

1	_____ refers to the value and strength of the brand that indicates its worth.	
	(a)	Brand image
	(b)	Brand personality
	(c)	Brand equity
	(d)	Brand identity
		Marks : 2

2	_____ means communication through visuals.	
	(a)	Animation
	(b)	Graphic designing
	(c)	Voice-over
	(d)	Sketch
		Marks : 2

3	ASCI is a _____ body.	
	(a)	Statutory
	(b)	Non-Statutory
	(c)	Government
	(d)	Private
		Marks : 2

4	_____ is the recipient of advertising message.	
	(a)	Advertiser
	(b)	Target audience
	(c)	Media
	(d)	Ad Agency
		Marks : 2

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Total 15 questions

Section III

1	Retailers operating in local areas generally undertake _____ advertising.	
	(a)	Local
	(b)	National
	(c)	Global
	(d)	International
		Marks : 2

2	_____ refers to closing account with existing agency and switch to another agency.	
	(a)	Accreditation
	(b)	Client turnover
	(c)	Creative pitch
	(d)	Closure
		Marks : 2

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Total 15 questions