

Sample Questions for SYBA and SYBCOM Advertising II

Instructions

All questions are compulsory.

All questions carry one mark each.

1. In India, Television was launched in the year _____.

1949

1959

1969

1979

2. _____ advertising provides reference value.

Newspaper

Outdoor

Radio

Television

3. _____ is the fastest growing advertising medium.

Newspaper

Magazine

Outdoor

Internet

4. Advertising through SMS and MMS is a form of _____ advertising.

Radio

Outdoor

Digital

Newspaper

5. _____ is not necessary for planning the advertising campaign. (D)

Continuity

Celebrity

research inputs

GSP

6. _____ is the second communication goal in the DAGMAR model. (D)

Action

Awareness

Survey

Comprehension

7. Buying motives is based on which urge ?

external

personal

individual

inner

8. Selling Points are known as what of product ?

features

dimension

disadvantages

advantages

9. ----- copy may use subtle words

softsell

direct

hardsell

indirect

10. ----- copy explains an incident.

discriptive

reminder

prescriptive

narative

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50 questions