**STAY HOME STAY SAFE**

**Atal Bihari Vajpayee Vishwavidyalaya, Bilaspur(Chattisgarh)**

**Department Of Commerce and Financial Studies**

**Question Bank**

**M.Com- IV Semester**

**Subject-Advertising and Promotion Management**

**Select the Correct Answer (MCQ)**

1. Another name for an organization’s marketing communications mix is:
2. The sales force.
3. **The promotion mix**
4. The image mix.
5. The advertising program.
6. Which tool of the promotional mix is defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor?
7. **Advertising.**
8. Public relations.
9. Direct marketing.
10. Sales promotion.
11. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the specific mix of advertising, personal selling, sales promotion, public relations, and direct marketing tools that the organisation uses to pursue its advertising and marketing objectives.
12. **Promotional mix**
13. Marketing control mix
14. Value mix
15. Integrated dealer mix
16. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?
17. Advertising.
18. Direct marketing.
19. **Sales promotion.**
20. Public relations.
21. If an organization wants to build a good "corporate image," it will probably use which of the following marketing communications mix tools?
22. **Public relations.**
23. Advertising.
24. Direct marketing.
25. Sales promotion.
26. There is an increasing amount of commerce being done via the Internet. With respect to the promotional mix, which of the following categories would be most directly concerned with Internet commerce?
27. Advertising.
28. Public relations.
29. Direct marketing.
30. Sales promotion.
31. **All of the above**
32. The personal presentation by the firm's sales force for the purpose of making sales and building customer relationships is called:
33. Direct marketing.
34. Public relations.
35. **Personal selling.**
36. Sales promotion.
37. Although the promotion mix is the organization’s primary communication activity, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ must be coordinated for greatest communication impact.
38. Organizational culture
39. Demand mix
40. Profit variables in a organization
41. **Entire marketing mix**
42. IMC, as presented in the Marketing: in black and white stands for:
43. Internal marketing communication.
44. International manufacturing capacity.
45. Integrated marketing corporations.
46. **Integrated marketing communications**
47. If an organization’s objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the organization would likely choose which of the following promotion forms?
48. **Advertising.**
49. Public relations.
50. Sales promotion.
51. Personal selling.
52. Which of the following promotional tools is thought to be the most expensive to use?
53. Public relations.
54. Sales promotion.
55. **Personal selling.**
56. Advertising.
57. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following?
58. Advertising.
59. Personal selling.
60. Public relations.
61. **Sales promotion.**
62. The first step in developing an advertising program should be to:
63. Evaluate advertising campaigns.
64. Develop advertising strategy.
65. **Set advertising objectives.**
66. Set the advertising budget.
67. Agencies compensation has the opportunity to reframe ……….
68. Base pay
69. Commissions
70. Overtime
71. **Clients**
72. Strategic planning is the process identifying a problem that can be solved with ……………
73. **Market communication**
74. Strategic formation
75. Strategy implementation
76. Strategic monitoring
77. Functions of advertising agency are ………
78. **Planning and preparing**
79. Support brand development
80. Saves critical resources
81. Pros of using agencies
82. What is the need for advertising strategy planning ……………..
83. Set clear goal
84. Set your budget
85. **Both a and b**
86. None of these
87. Develop an action plan is the ……………….of advertising strategy planning.
88. **Need**
89. Characteristics
90. Criticism
91. None of these
92. Main components of advertising strategy are …………………
93. Media
94. Plan
95. Budget
96. **All of above**
97. The primary role of advertising agencies is …….
98. **Planning**
99. Organization
100. Direction
101. Control
102. Elements of an advertising plan ……………………………
103. **Review**
104. Satisfaction
105. Both a and b
106. None of these
107. The campaign is designed to meet measurable ……………
108. Components
109. Features
110. Objectives
111. **All the above**
112. Advertising strategic planning are –
113. Determining objective
114. Creative strategic statement
115. **Both a and b**
116. None of these
117. Which of these does a customer need not know about a product?

A. About the product

**B. Age of seller**

C. Advantages of the product

D. Value for money

1. Which of these is not a characteristic of an advertisement?

A. Inspire a customer

B. Arouse a desire

**C. Discourage the buyer**

D. convince the buyer

1. Which of these media is not used for advertisement?

A. Newspapers

B. Magazines

C. Billboards

**D. Notebooks**

1. Which of these is cheap and informative?

A. Television

**B. Newspapers**

C. Magazine

D. Cinema

1. Which of these contain no illustration or logos?

A. TV

B. Magazine

**C. Classified advertisements**

D. Cinema

1. When a newspaper advertisement looks like a new story, it is called\_\_\_\_\_\_.

A. Classified notice

**B. Reading notice**

C. Writing notice

D. Spoken notice

1. Which of these media needs a script for an advertisement?

A. Newspaper advertisements

B. Classified advertisements

**C. Radio**

D. Magazine

1. Which of these is the best medium for advertisement?

**A. Television**

B. Newspapers

C. Magazines

D. Radio

1. Advertising creates employment as it increases the volume of sales and\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**A. Production**

B. Marketing

C. Promotion

D. Personal selling

E. New products

1. The most popular form of advertising and it reaches to masses.

A. Social media

B. Email

C. Radio

D. Television

**E. Print**

1. Advertising media like newspaper, magazines, direct mail, and other print publication come under \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Online media
3. **Print media (answer)**
4. Outdoor media
5. Specialty media
6. Television has become a very important \_\_\_\_\_\_\_\_\_\_ to advertise for companies.
7. **Tool (answer)**
8. Target
9. Instrument
10. Channel.
11. An advertising\_\_\_\_\_\_\_\_\_ is estimate of a company’s promotional expenditures over a certain period of time.
12. Cost
13. Profit
14. **Budget (answer)**
15. Loss
16. Advertising media selection is the \_\_\_\_\_\_\_\_\_\_\_ of choosing the most efficient media for an advertising campaign.
17. **Process (answer)**
18. Advantage
19. Budget
20. Disadvantage
21. Radio advertising can be explained as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Answer: “word of mouth advertising on wholesale scale.**

1. Film advertising also known as\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. **Cinema (answer)**
3. Radio
4. T.V
5. Newspaper
6. Newspaper is the most \_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_ media of advertising.
7. Important and useful
8. **Effective and powerful**
9. Advantage and disadvantage
10. Costly and useful.
11. An advertising \_\_\_\_\_\_\_\_\_\_is the amount a company set aside for its promotional activities.
12. Cost
13. **Budget**
14. Effectiveness
15. Profit
16. Cinema advertising also known as\_\_\_\_\_\_\_\_\_\_\_\_\_advertising.
17. Radio advertising
18. **Film advertising**
19. Television advertising
20. Newspaper.
21. Advertising is one of the most variable which affect sales and hence the \_\_\_\_\_\_\_\_\_earned.
22. **Profit (answer)**
23. Advantage
24. Effectiveness
25. Budget.
26. ------------------- is irregular in nature.
27. Promotion mix
28. **sales promotion**
29. trade promotion
30. Media planning
31. The long term sales effect of the sales promotion could be
32. Positive
33. Negative
34. Neutral
35. **all of the above**
36. A small amount of product is offered to the customer for trail is called
37. Product combination
38. **Sample**
39. Coupon
40. None of these
41. A certificate that gives buyer a kind of saving when they purchase any specified item is called
42. **Coupon**
43. Price pack
44. Rebate/cash refund offer
45. Premium
46. When customer is a getting some gift items with the product they purchase is known as: -
47. Price pack
48. **Product combination**
49. Quantity gift
50. Lucky draw
51. Which concept supplements the work of middlemen?
52. Cooperative advertising
53. **Sales promotion**
54. Dealer promotion
55. Trade promotion
56. Samples, coupons, premium offers, money refund orders, prize off, contests are tools and programs for.
57. Product mix
58. Place mix
59. **Customer sales promotion**
60. Marketing mix
61. If price is related to discount then promotion is related to
62. Retail outlets
63. **Advertisements**
64. Warranty
65. Attractiveness
66. Scratching card and getting gift or some offer immediately is called.
67. Lucky draw
68. **Instant draw and assigned gift**
69. Quantity gifts
70. None of these

**SHORT ANSWER TYPE QUESTIONS**

1. What is the concept of Advertising and Promotion Management?
2. What is the meaning of Advertising and Promotion Management?
3. Write down the main characteristics of Advertising and Promotion Management?
4. What is the main function of Advertising and Promotion Management?
5. Write down the advantage and disadvantage of Advertising and Promotion Management?
6. Explain the perception process?
7. Write down the advertising communication system and perception process?
8. What are the main setting advertising objectives?
9. Explain the DAGMAR approach?
10. What do you mean by agency compensation?
11. What are the functions of advertising agency?
12. What is the role of advertising agencies?
13. What are the needs for advertising strategy planning?
14. What are advertising organizations?
15. What are the steps involved in developing advertising strategy?
16. What are the considerations in developing advertising strategy?
17. What are the advertiser and agency relationship?
18. What are organizational approaches?
19. What are the organizations of agency?
20. What is an advertising appeal?
21. What are the different types of appeals in advertising?
22. What are the 4 types of advertising media?
23. What are the three main functions of advertising?
24. What is a copy for advertising?
25. What is a layout in advertising?
26. What are different types of advertising copy?
27. What is the principle of layout?
28. What do you mean by advertising layout?
29. What are functions of advertising layout?
30. What is advertising?
31. How do you choose advertising media?
32. What is advertising budget?
33. How do you measure advertising?
34. What factor that influence budgeting?
35. What are advertising techniques?
36. Factor affecting media selection in advertising.
37. What are the 5 principle of advertising?
38. Classification of advertising media.
39. Advertising budget its importance
40. What is media mix in advertising
41. What do you mean by sales promotion?
42. What are the main types of sales promotion?
43. Define public relation?
44. What is the Social and Economic Aspects of Advertising?
45. Explain the advertising process?
46. What do you mean by Regulating Advertisements in India?
47. What is advertising budget and components of advertising budget?
48. What approaches are used in determining advertising budget?
49. What is advertising and most important principle of advertising?
50. What do you mean by sales promotion? And what are the main types of sales promotion?

**LONG ANSWER TYPE QUESTIONS –**

1. Briefly explain the concept and meaning of Advertising and Promotion Management?
2. Write down the main characteristics of Advertising and Promotion Management? With examples.
3. Explain the all main functions of Advertising and Promotion Management?
4. Briefly explain the complete perception process?
5. Write down the main advantage and disadvantage of Advertising? With fully example.
6. Briefly explain the advertising communication system and perception process?
7. Briefly describe the term DAGMAR approach? With examples.
8. What are the main setting objectives of advertising? With all examples.
9. What are the factors considered of advertising organization?
10. What are the 10 characteristics of advertising strategy planning?
11. What is the importance’s of advertising agencies?
12. What are the objectives of advertising organization?
13. What are the organizations of agencies, agencies compensation?
14. Explain agency compensation in brief?
15. What are the role and functions of advertising agencies?
16. What are organizational approaches and organization of agency?
17. Difference between Agency relationship and compensation
18. What is the importance’s of agency compensation?
19. What is an advertising appeal? Define the classification of advertising?
20. What are the seven most common types of advertising appeals?
21. Define the nature/characteristic of advertising appeal?
22. What is advertising appear? Define the objective of advertising appear.
23. What is a advertising copy? What are different types of advertising copy?
24. What do you mean by advertising layout? What are the functions of advertising layout?
25. What is advertising appeal? Describe different types of advertising appeal.
26. What are advertising techniques and give 5 most effective advertising techniques explained with examples?
27. What are advertising and different types of advertising media?
28. What are an advertising budget and its objective and importance?
29. What is advertising, how do choose advertising media?
30. What Factors are considered while selecting advertising media?
31. What is advertising budget its advantages and disadvantage?
32. What is media selection explain the factors affecting media selection?
33. What is advertising budget and components of advertising budget?
34. What approaches are used in determining advertising budget?
35. What is advertising and most important principle of advertising?
36. What do you mean by sales promotion? And what are the main types of sales promotion?
37. Briefly describe the term public relation? With examples.
38. Briefly explain the aspect of advertising in social and economic factors?
39. Explain the all 10 Steps in Advertising Process? With examples.
40. Explain the term Regulating Advertisements in India? With all aspects and issues of advertising.

XXX------XXXALL THE BESTXXX…..XXX