

Question	Answer1	Answer2	Answer3	Answer4
ACS				
Women have been respected and have been worshiped on the one hand and abused and used for exploitation on the other.	India	Nepal	Bhutan	Sri lanka
In a recent survey, of girls said that magazine models influence their idea of a perfect body shape.	69%	70%	49%	75%
Ads like _____ are showing women as the empowered gender.	Tata salt	Maruti Suzuki	Nirma	Nykaa
It shows a woman who can stop her husband from doing something wrong like travelling without helmet and three people riding one bike.	Hero honda	Suzuki bikes	Bullet bikes	Tata tea
The ad shows the lady who is the boss in the office, after returning home prepares a full course meal for her husband and then patiently waits for him to come home and welcome him.	Aircel	Vodafone	Airtel	Idea
In some advertisements they have shown women using becomes attractive and gets a job and becomes a success person.	Nykaa	TVS bikes	Dove	Fair & Lovely
The study, which targeted women aged , "demonstrates that authentic beauty is a concept lodged in women's hearts and minds and seldom articulated in popular culture or affirmed in the mass media."	18 to 64	5 to 12	12 to 18	65 to 75

The Dove campaign received significant news media attention, prompting positive and negative media comments about the implications of using in ads.	Real man	Real women	Real children	Retired
TVC stands for	Television commercial	Tele commercial	Television communication	Tele communication
With various brands offers scope as well as challenges for the youth.	Local market	Urban market	International market	Rural market
The majority of believes television advertisements to be informative and most of them respond to them favorably.	Toddlers	Young generation	Elderly	Middle aged adult
They are pressured to wear/act/dress in certain ways which are often unattainable.	Teenagers	Toddlers	Young generation	Elderly
Trends greatly affect the teenagers and their self concepts.	Cultural	Traditional	Environmental	Social
It is at an all time high and the desire to have what their friends are having would at times decide the confidence level and even self worth.	Influence	Unethical	Peer pressure	Ethical
Exposes children to adult sexual behaviours in ways that portray these actions as normal and risk-free, sending the message that because these behaviours are frequent, 'everybody does it'	Newspaper	Television	Radio	Magazine
They do not understand the concept of a sales pitch.	Elderly	toddlers	Young children	Retired
It is the biggest contributor for this divide.	Magazine	Media	Newspaper	Public

Media tends to portray as victims of crime at times, the other times as a generation not capable of taking care and needing help.	Younger generation	Older generation	Toddlers	Adult
They wanted to make the ad for their 4-5 BHK Flats.	Lodha group	Omkar Realtors	Rizvi group	Kanakia group
It refers to the product rather than the brand. It helps in identifying the advantages of the product rather the company that it belongs to.	Generic advertising	Consumer advertising	Political advertising	Brand advertising
This is used to launch a new product in the market.	Consumer advertising	Brand advertising	Product advertising	Generic advertising
After introducing the product to the consumer, the advertiser has to make sure that the consumer identifies the product with the manufacturer	Product range advertising	Industrial advertising	Brand advertising	Consumer advertising
It refers to the range being offered for the same product. The ad for shampoos and the various types of shampoos being offered for different hair types are an example of	Industrial advertising	Brand advertising	Consumer advertising	Product range advertising
It is creating awareness amongst the consumers about the variety of products available at the retail store for e.g. shopping malls.	Political advertising	Financial advertising	Retail Advertising	Consumer advertising
In India, retailer have to be careful about the placement of the store and the community they are catering to.	Geographic	Demographic	Rural	Urban
It is far ahead of the West when it comes to retail advertising expenditure.	India	US	Canada	Europe

Retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players.	Japan	Russian	Indian	China
It is done by a company to create awareness for goods and services and are required by other companies for the production of their products and services.	Product Range advertising	Retail advertising	Consumer advertising	Industrial Advertising
Financial institutions led to dependency on the masses.	Privatization	Globalisation	Liberalisation	Economics
It is done solely for financial services provided by financial organizations.	Product range advertising	Financial advertising	Retail advertising	Consumer advertising
Full form of FMCG	Fast moving consumer goods	First moving consumer goods	Forward moving consumer goods	Fourth moving consumer goods
In India the first B2B online marketplace was set up in 1996.	Reliance trends	India mart	Big bazaar	Magnet
It has revolutionized the way content is presented to the consumer.	Television	Radio	Digital media	Newspaper
Full form of SEO	Social engine optimization	Search engine optimization	Search engine Organisation	Secret engine optimization
The use of text or video ads on web banners or banner ads placed on a search engine or blog, or social media.	Mobile advertising	Pay per click advertising	Display advertising	Social media advertising

This kind of display ad is interactive and offers a number of options. It is a kind of advertisement in which an ad moves across the screen above certain contents.	Floating ads	Wallpaper advertising	Direct mail advertising	Display advertising
It is a static advertisement with very little or no movement An ad appears and changed the background of the website.	Pop up advertising	Out-of-home or outdoor advertising	Wallpaper advertising	Broadcast advertising
As the name suggests a window pops up on a web page. This new page will have an ad of the product or service.	Floating advertising	Pop up advertising	Print advertising	Mobile advertising
It used by all the internet users to search for finding information about terms.	Search engines	Newspaper	Yellow pages	Just dial
It is basically to provide in depth information about a product or also a reminder to various schemes being offered by the companies.	Social network advertising	E-mail advertising	Mobile advertising	Pay per click advertising
It works on the principle of commission. This commission is given to a company or individual when they are helping in selling or advertising a product for the advertiser.	Outbound marketing	Inbound marketing	Offline marketing	Affiliate marketing
Its becoming more and more popular these days. We find that the youth is mostly online, looking at videos offers them the necessary entertainment.	Offline ads	Video ads	Audio ads	Online ads
It can be instant as people have a tendency to check messages the moment they are received.	Product advertising	Brand advertising	Consumer advertising	Mobile advertising

Industry has been using this medium very effectively by offering various schemes of downloading a song and making it the phones caller tune for free.	Entertainment	Product	Service	Marketing
Advertising works effectively for new products and services.	Newspaper	Radio	Magazine	Blog
_____ ' are blocking the ads on the internet by using various applications and softwares.	Consumers	Company	Firm	Producers
Internet advertising is not only fast but economical also.	Inexpensive	Efficiency	Expensive	Costly
The consumers job has become easier as they can not only search for a product but also buy the product while sitting at home.	Measuring statistics	Customisation	Convenience	Wide interactive audience
Computers and internet have a basic problem of virus.	Limitations	Hacking	Inability to use	Malware
Which social network is considered the most popular for social media marketing?	Twitter	Facebook	Linkdin	Whats App
COPYWRITING				
---- appeals are those directed at the thinking process of the audience.	Rational	Emotional	Humour	Fear
A rational ad becomes --- and effective	Believable	FALSE	Emotional	Funny
---is a appeal deals with emotions of the customers	Emotional	Fear	Humour	Prestige
A --- appeal in advertising is a message that is designed to scare the intended audience by describing a serious threat to them	Fear	Humour	Rational	Prestige

--- appeals make consumers laugh, connecting directly to them on an emotional level	Rational	Humour	Prestige	Emotional
---is a execution technique that clearly explains the features of the product such as its USP and features, differentiating it from other products.	Straight cell	Slice of life	Fantasy	Comparison
---is a execution technique where promoting digital cameras the focus is on picture quality and the mega pixel	Technical	Dramatisation	Fantasy	Slice of life
--- executions can be very effective in convincing consumers of a products utility or quality and of the benefits of owning or using the brand	Demonstrations	Technical	Straight cell	Comparison
--- advertising can stimulate competition between suppliers of goods and services to the consumer's advantage.	Comparative	Slice of life	Social media	Print
----depicts real life situations in the advertisements	Slice of life	Technical	Fantasy	Dramatisation
--- is type of appeal is often used for image advertising by showing an imaginary situation or illusion involving a consumer and the product or service	Technical	Fantasy	Slice of life	Dramatisation
--- is a combination of words information and commercial.	Infomercial	Advertisement	Advertorial	Social media
----represent three different markets	Children	Women	Executives	Seniors

--- recognize that brand loyalties and consumer habits formed when children are young and vulnerable will be carried through adulthood	Advertisers	Copywriters	Marketers	Customers
---is a feature of a sticky ad that generate interest and curiosity when they deviate from audience members' expectations	Unexpected	Concreteness	Credibility	Simple
Sticky advertisements are believable comes under - -- feature	Credibility	Simplicity	Unexpected	Concreteness
----is based on the straight forward idea that it is easier for people to remember and retrieve concrete versus abstract information	Concreteness	Simplicity	Credibility	Unexpected
--- is the concept includes a story that helps the masses understand and care about the idea behind it	Storytelling	Emotional	Credibility	Advertising
A strong --- will hook the potential customer and compel them to read more about your products and services	Headline	Visual	CTA	Logo
A --- is optional but its purpose is to expand on your headline and draw your reader in even further	Subhead	Logo	Body copy	Graphics
--- can dress up your ad	Images	Headline	CTA	Sub head
---is a element of a print ad that has product description	Body copy	CTA	Graphics	Logo
--- is element that is essentail in any advertisement	CTA	Images	Body copy	Headline
--- are experienced consumers ,so they don't want to read floral language	Women	Toddlers	Seniors	Youth

The --- message must be based on simple ideas and appeal to the kid's vision	Communication	Planning	Understanding	Analysing
Marketers should be aware of the impact the desires have on this --- decision to purchase a product or service	Demographics	Psychographics	Geographics	Behavioural
The key to capturing --- market is to understand why young customers choose one product over another	Youth	Executives	Seniors	Women
A --- can be defined as a uni-focus, short term communication program, making use of various mass media, aimed at a defined target audience	Campaign	Social media	Print	Outdoor
More --- are present on social media than men	Women	Youth	Executives	Toddlers
--- is the merger of two words: translation and creation	Transcreation	Translation	Advertorial	Informercial
---type of headline conveys real news or important information about a product	News & Information	Solution to the problem	Selective	Advice
The ---- Headline tells your customer what to do.	Command	Flag	Benefit	Question
--- headline, you give our prospect specific reasons why they should read your ad.	Reason why	Selective	News & information	Provocative
Stop Baldness Today Before Your Head Looks Like A Bowling Ball is a example of ---type of headline	Command	Advice	News & information	Question
When you select a specific audience with specific language and word its --- type of headline	Selective	Reason why	Advice	Provocative

---headline must provoke the reader into probing further	Provocative	Advice	Question	Benefit
---- carries the selling message.	Body copy	Visual	Advertisement	Social media
Communicate key selling points or information quickly is a function of ---	Sub headline	Illustrations	CTA	Logo
Factual,Direct & rational is considered as a approach of ---	Body copy	Logo	Images	Headline
Keeping a surprise in the copy is the attribute of a good ---	Copy	Subhead	Graphics	CTA
---are little catchy tunes used in advertisement	Jingle	Songs	Audio	CTA
A --- is a visual aid primarily used to plan out or prepare a television commercial, short-film, or movie	Storyboard	Newspaper	Social media	Radio
--- is to convince current purchases that they made the right choice	Reinforcement message	Reminder message	Informative message	Persuasive message
----type is to create liking, preference, conviction and purchase of product or service.	Persuasive message	Informative message	Reinforcement message	Reminder message
Creativity is a ----	Process	Ability	Approach	Characteristic
The concept of left brain & right brain thinking was developed by ---	Roger W. Sperry	David ogilvy	Sigmund freud	Aristotle
--- controls the right side of the body	Left hemisphere	Right hemisphere	Centre	Left-right
---controls the left side of the body	Centre	Right hemisphere	Left hemisphere	Right-left
"Thanda matlab coca cola " is the tagline of ---	Coca -cola	Pepsi	Frooti	Appy
"Kuch meetha ho jaaye " is the tagline of ---	Cadbury	Pulpy orange	Pepsi	Mentos

BRAND BUILDING				
What is CPA?	Cost per action	Cost per annum	Cost per acquisition	Cost per alignment
What is another form of digital advertising?	Social media advertising	Television	Newspaper	Radio
Overall Savings are calculated in which phase of the Media buying process?	Pre launch	Launch	Post launch	Never
Which is a methodology of strategies, techniques, and tactics used to increase the amount of visitors to a website by obtaining a high ranking placement in the search results page?	Search engine optimization	Search engine market	Pay per click	SERP
Which term is used once as an umbrella term to encompass both SEO and paid search activities?	paid search activities.	Search engine optimization	Search engine market	Pay per click
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What is CPA?	Cost per Annum	Coverage per Annum	Cost per Action	Coverage per Action
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What is the formula for Cost per Conversion?	Cost of the advertisement / number of ad clicks	Number of Installations x CPI	Advertisement x Number of Ad click	Advertising cost/number of leads

What is the formula for CPA?	Advertising cost x 1000/ Impressions Generated	Advertising cost/number of impressions	Advertising cost / Number of ad clicks	Cost/Aquisitionns
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What is a technology platform to enable web publishers and digital out-of-home media owners to manage their advertising inventory, fill it with ads, and receive revenue?	RTB	SSP	DSP	CPC
what is the term used for purchase of advertising media company such as a television station, newspaper, magazine, blog or website?	Media Buy	Ad Network	Cost per Action	Buying Cost
What is a small sized market with a small number of buyers?	Niche Marketing	Internet Marketing	Content Marketing	Social Media Marketing
A pair of facing pages in a periodical or an advertisement printed across two such pages?	Tear Sheets	Niche Advertisement	Spread	Double Print

Which of the following is NOT a tool of public relation?	Newsletters.	Demonstration.	Sponsorship Ads.	Press conference.
Guerrilla advertising is also known as?	Surrogate advertising	Infomercial advertising	Product placement advertising	Convert advertising.
What is the aim of Public service advertising?	To change the public opinion & boost awareness for a problem.	To make a sale.	To influence the decision made for & by the group.	To promote an organization's product.
Which role requires knowledge and a knack for numbers?	Media buying	Media planning	Media Scheduling	Media Selecting
Which law is not a part of The Laws of Persuasion?	Law of Reciprocity	Law of Commitment and Consistency	Law of Liking	Law of Attraction
Which Law of Persuasion uses Celebrity endorsements or promotions through people you admire in order to persuade you?	Law of Reciprocity	Law of Liking	Law of Authority	Law of social proof
When media companies have many signed clients to act as their media custodians, they combine all their budgets together. That combined spending power of clients' media spend is called?	Combined Budget	Gross Budget	Combined Power	Media Clout
What is a key weapon in a media buyer's arsenal on the negotiation table	Media Plan	Media Schedule	Media Clout	Media Budget

During the media buying process, things like audience affinity, viewership times, and credibility of properties are assessed in which phase?	Pre launch	Launch	Post Launch	Never
Effective Media delivery is to be ensured in which phase of the media the Media Buying process?	Pre Launch	Launch	Post Launch	Never
Advertising maybe described as the science of arresting the human intelligence long enough to get what from it?	Money	Information	Discounts	Fame
What has digital media given advertisers?	Sustainability and value	Value and precision	Precision and relevancy	Relevancy and Sustainability
What is an exciting convergence of classic and a change in the tracking and accountability of marketing.	Television	Internet	Newspaper	Radio
What determines the success of display advertisement?	Number of viewers	Number of clicks	Number of subscribers	Number of fans
Which one of the following is a Brand Building Imperative?	Media	Politics	Government	Internet
Which one of the following is a Brand Building Imperative?	Politics	Government	Market	Internet
What Brand Building Imperative suits at Hewlett Packard HP who has sub brands like Jet series, DeskJet, LaserJet?	Media	Coordinating Across Organisation Units	Market	Brand Identity

What Brand Building Imperative is to coordinate brand building across diverse media platforms which include event, sponsorship, clubs, etc?	Create Brand Identity	Agency	Market	Coordinate across Media
What the brand thinks about the consumer, as per the consumer can be defined as?	Brand attitude	Brand positioning	Brand relationship	Brand image
What is NOT in the inner core of Brand Identity?	Spiritual Central	Soul	Personality	Essence
Which one of the following is a Brand Identity Trap?	External Perspective Trap	Functional Benefit Trap	Extended Identity Trap	Core Identity Trap
Which one of the following is a Brand Building Imperative?	Production house	Brand manager	co-ordinate across organisation, media and markets.	Agency
CONSUMER BEHAVIOUR				
_____ measures how improved an innovation is over a competing option or the previous generation of a product	affiliation	Relative advantage	co-operative society	decision making
The more _____ an innovation, the more difficult it will be for potential adopters to incorporate it into their lives	negative	complex	religious organisation & social club	higher cost
The more _____ an innovation, the more likely it will be adopted	achievement	intuitive	Chat rooms	influence
_____ describes how easily potential adopters can explore your innovation	Maslow	Trialability	Common man	highly credible

_____ is the extent to which the results or benefit of using an innovation are visible to potential adopters	motivation	Observability	Experts	greater interest and knowledge
Which term means, "The process of a consumer of moving from a cognitive state toward the emotional state and finally reaching towards the behavioral or conative state"	motivation	Consumer Adoption Process.	employee spokesperson	Opinion leaders
Introducing a product in the market is which stage of consumer adoption process?	existence	Product Awareness	trade or spoke character	Objective Method
During this phase of adoption process the consumer becomes more aware and informed about the product itself, the value the product deliver, its unique feature and the manufacturer of the product	Social	Product Interest	Common man	Common man
_____ phase refers to , "Trying out the actual product gives the consumer the idea of the product and its benefits".	challenge	Trial	Experts	Experts
It is at this stage that the consumer decides whether to go ahead with the purchase or not	negative motive	Adoption/Rejection	employee spokesperson	employee spokesperson
What aim at building awareness of a product or service by demonstrating its use and benefits ?	commercials	concept	infomercials	content
Which type of advertisers are not necessarily looking for an instant purchase ?	b2b	b2c	c2b	c2c

A writer must have a great command over copywriting and key inclination towards selling points of the concerning _____ or _____.	brand or product	service or product	Reader or service	service or brand
_____ and implementation of a plan always begins with a good doze of brainstorming.	release copy	anecdotes	Execution	opner
What the subtitle explains ?	Concept	Headline	Body	Copy
A press release that should be held and released on a particular date is known as _____.	Copywriting	embargoed news release	Startling statement	Body(chain)
A press release ends with a following close symbol:	###	***	!!!	xxx
Your advertorial will sit in a context, in a _____ or on a website.	poster	magazine	newspaper	pamphlet
What the subtitle explains ?	Concept	Headline	Body	Copy
A script for an _____ starts with a treatment.	Informercial	Opner	Direct mailer	Body copy
The best way to achieve success is to write a script that is strengthened with product _____ and details to the core.	Testimonials	Starlings statement	demonstrations	concept
_____ are vital for every infomercial.	Mailing	script	body copy	Testimonials
A good product appeals to a specific segment, can be mailed, and provides an adequate _____.	chain	Mailing	profit margin.	branding
which need encompass social and external esteem	relatedness	Social	Unconciuous	sustain
Keep the opening paragraph of a direct mail letter short-absolutely no more than _____ words.	15	16	12	17
Attractive,Attension grabbing message is a challenging in itself,For.?	Writer	Reader	Newspaper	magazine

It is important to establish a working relationship...?	Media and Writer	Media and company	Organisation and Media	Media and Reader
"Any claim made in your advertising which your customer does not perceive as the truth is a horrible waste of ad dollars."	Jonah Berger in Contagious	Roy H. Williams in Wizard of ads	Robin Sharma in Monk who sold his Ferrari	option 1 or 2
A successful business advertising speak to....?	Each every market	Only choose by them	Who choose them	One target market only
People motivated by which work best in a group environment.	perception	motivation	affiliation	achievement
which motive are oriented towards satisfying biological or physiological needs ?	positive	technical	sustainable	physiological
The art of writing a good advertorial is to get the right balance between...?	Media and Reader	Newspaper and Brochure	Story and Sale	Ad and Reader
Good question challenge but don't threaten the_____.	reader	writers	newspaper	poster
It is a similar to a talk show...?	Advertorial	Action Close	Infomercial	Classified
_____aim at building awareness of a product or service by demonstrating its use and benefits.	infomercials	writers	headline	reader
Direct Mail Works because it is...?	P2P	Indirectly	Conversation in Writing	Directly
Infomercial is a portmanteau of words _____ and _____.	product and company	information and commercial	commercial and newspaper	information and media
How many of characters it should be using in Title of Press Release, Maximum.?	75 to 150	195 to 250	100 to 150	125 to 150
The _____ of your press release should carry all the messages you want to convey.	introduction	subtitle	concept	headline

It should be summary of your Press Release...?	Headline	Subtitle	Body Copy	Script
Which format is often used by journalists.	Inverted Pyramid	Boilerplate	Press Release	. Add Credibility
What is an inner drive that reflects goal directed arousal ?	perception	motivation	arousal	sustain
Any 2 examples of existence needs ?	Food and Water	Party and drugs	Netflix and chill	Sex and love
what personality may have ? origins in childhood,	Childhood	Oversimplified thinking	judgments	Ego
Early adopters are typically ___ in age	Positive	Younger	A reference group	Post-Purchase Behaviour
Early majority time of adoption is significantly longer than the innovators and _____.	Rational	early adopters	informative power	Post-purchase engagement
This time of adoption is significantly longer than the _____ and early adopters	rational	Innovators	Legitimate Power	wants
_____ time of individuals approach an innovation with a high degree of skepticism and after the majority of society has adopted the innovation	McClelland	Late majority	Expert Power	brand loyalty
Individuals in this time category are the last to adopt an innovation	psychological	Laggards	contractual	Extended
Laggards typically tend to be focused on “_____”	esteem	Traditions	Norms & Attitude	low
MEDIA PLANNING				
Which method is adopted by small companies?	Affordable method	Objective and task method	Competitive parity method	Percentage of sale method

In print, coverage usually means ?	Circulation area	Reach	Frequency	Continuity
What refers to the credibility of media in the mind of target customers?	Coverage	Customer trust	Cost	Reach
When an ad reaches the consumer whom the advertiser does not want to reach is known as?	Flop	Wearout	Wastage	Wrong Media
Calculation of the total number of readers of an average newspaper is known as.	Minimum rate	Fluctuate rate	Fixed rate	Pass -along rate
The tool that helps to find out which programmes are viewed the most is known as.	TRP	GRP	GVT	TA
Many advertiser are paid based on the number of audience member reached is called as.	GRP	Paying per CPM	CPC	CP
Cost per gross rating point is also refered as.	CPP	CPM	CPT	CPC
The Cost of reaching 1% of the targeted audience in print or any other media vehicle is called as.	CPV	Cost Per Rating Point	Percentage of target audience	Cost per click
Which term is used to describe the quality of exposure ?	Average frequency	Frequency	Reach	Greater reach
Repetition of the same message is the objective of.	Greater frequency	Frequency	Reach	Greater reach
New product is aimed at large, broad audience is the objective of .	Greater frequency	Frequency	Reach	Greater reach
In which media scheduling , yearly advertisement budget is collected different months depending upon the type of product.	Large level media scheduling	Small level media scheduling	Medium level media scheduling	Zero level media scheduling

In which media scheduling , it is decided that within a month what day and at what time the advertisement will be displayed in media.	Large level media scheduling	Small level media scheduling	Medium level media scheduling	Zero level media scheduling
Which strategy is applicable for seasonal products?	Pulsing advertising	Continuous advertising	Flighting advertising	Reach advertising
Which of the following is not a factor influencing media scheduling ?	Type of audience	Type of product	Introduction of product	Quality of product
Which is the fourth step in the process of advertising budget?	Acceptance	Developing advertising budget	Division of advertising budget	Supervision and control
In the process of advertising budget , after preparing advertising budget it is sent to whom?	Client	Top Management	Manager	Employee
Multiple regression, probability etc are used in which method?	Percentage sale method	Statistical methods	Judgement methods	Unit of sale method
Which method is applied easily for a long period ?	Percentage sale method	Statistical methods	Judgement methods	Unit of sale method
Which method is subject to error and bias ?	Percentage sale method	Statistical methods	Judgement methods	Unit of sale method
Under which method, advertising expenditure is not considered as daily revenue expenditure.	Statistical methods	Judgement methods	Unit of sale method	Return on investment method
In product life cycle , the advertising expenditure decreases under which stage	Introduction	Growth	Maturity	Deline
In economic condition , in which period company spends less on advertising because general demand level is low.	Depression	Boom	Recession	Peak

In advertising strategy , marketer need more budget for increasing market share and for developing market plan.which type of strategy is this.	Establishing strategy	Holding strategy	accumulating strategy	General strategy
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What is a system that allows buyer of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.	DSP	DSP	CPC	SSP
What is a technology platform to enable web publishers and digital out-of-home media owners to manage their advertising inventory, fill it with ads, and receive revenue?	RTB	SSP	DSP	CPC
what is the term used for purchase of advertising media company such as a television station, newspaper, magazine, blog or website?	Media Buy	Ad Network	Cost per Action	Buying Cost
What is a small sized market with a small number of buyers?	Niche Marketing	Internet Marketing	Content Marketing	Social Media Marketing
A pair of facing pages in a periodical or an advertisement printed across two such pages?	Tear Sheets	Niche Advertisement	Spread	Double Print