

MIDTERM EXAMINATION Spring 2010
MCM501- Advertising for Print and Electronic Media

Question No: 1 (Marks: 1) - Please choose one

Which of the following channel is not entirely devoted to advertising?

QVC

Home Shopping Network

Shop TV

ZTV

Question No: 2(Marks: 1)- Please choose one

Media requirements are derived from the _____.

Advertising appeals

Advertising objectives

Advertising channels

Advertising agencies

Question No: 3(Marks: 1)- Please choose one

Some advertisers believe that demographic definitions of a target audience are too ambiguous, because individual consumers can be quite different in terms of their _____.

Brand preferences

Channel preferences

Ad agency preferences

Advertisement preferences

Question No: 4(Marks: 1)- Please choose one

Nokia advertisement ends with the line Nokia –connecting People. This line is its _____.

Slogan

Call-out

Headline

Caption

Question No: 5(Marks: 1)- Please choose one

Which of the following statement is correct about a slogan?

Slogan provides explanation of the visual given in the ad

A single slogan can be shared by two brands

Slogan provides continuity to a series of ads in a campaign

Slogan keeps on changing with every new ad of a product

Question No: 6(Marks: 1)- Please choose one

A message appeal should be:

Meaningful

Distinctive

Believable

All of the given options

Question No: 7(Marks: 1)- Please choose one

Who is often portrayed as the person that writes the word for an advertising message?

Copywriter

Script writer

Drama writer

Play writer

Question No: 8(Marks: 1)- Please choose one

_____ refers to what media type be used for advertising.

Media mix

Media strategy

Media planning

Media advocacy

Question No: 9(Marks: 1)- Please choose one

All of the given are the non-traditional media opportunities for advertisements, except:

Product placements

Blogs

Podcasts

Print media

Question No: 10(Marks: 1)- Please choose one

Which of the following approaches uses fewer media categories and greater spending per category?

Mix strategy

Media dispersion

Media concentration

Media planning

Question No: 11(Marks: 1)- Please choose one

When media planners use multiple media categories for advertising, the approach used is called:

Media concentration

Print media

Media Dispersion

Blogs

Question No: 12(Marks: 1)- Please choose one

Which of the following terms is used for the advertisements displayed on public transport?

Hoardings

Vehicle displays

Billboards

Portals

Question No: 13(Marks: 1)- Please choose one

On Cartoon Network (channel) the advertisers prefer to present the advertisements for _____.

Women
Men
Children
General Public

Question No: 14(Marks: 1)- Please choose one
Advertisements of which of the following media appeal to both eye and ear?
Television
Radio
Newspaper
Transistor

Question No: 15(Marks: 1)- Please choose one
Which of the following is defined as a large printed sign displayed outdoor, often along a roadside, having various advertisements on it?
Billboard
Direct mail
Grapevine
Newspaper

Question No: 16(Marks: 1)- Please choose one
Which one of the following is NOT an example of a traditional medium for advertising?
Television
Word-of-mouth
Newspaper
Billboard

Question No: 17(Marks: 1)- Please choose one
While planning an advertisement campaign, the advertiser briefs the agency about the product and the agency tries to find:
Unique Selling Point of the product
Economic stability of the advertisers
Economic stability of the company
Uses of product

Question No: 18(Marks: 1)- Please choose one
All of the following are intangible, except:
Attitudes
Feelings
Price
Approaches

Question No: 19(Marks: 1)- Please choose one
Who among the following is responsible for monitoring the progress of jobs through the agency and then ensuring dispatch of finished materials to TV stations and newspapers?
Traffic Manager
Producer
Director
Assistant Manager

Question No: 20(Marks: 1)- Please choose one

What is the main function of branding?

Increase the reputation and value of a particular manufacturer

Increase the production of company

Increase the profit

Increase the annual income of company

Question No: 21(Marks: 1)- Please choose one

In which of the following country the advertisements on weekly newspaper started to appear first?

America

England

Canada

Egypt

Question No: 22(Marks: 1)- Please choose one

Who estimates the cost to produce the ads, oversees the writing of contracts, and coordinates the production from start to finish

Director

Producer

Sponsor

Copy Writer

Question No: 23(Marks: 1)- Please choose one

Whenever selecting an Advertising Agency, which of the following point is NOT considered?

The experience of an Agency

Size of an Agency

Financial position of an Agency

Interior decoration of Agency

Question No: 24(Marks: 1)- Please choose one

A salesman from a pharmaceutical company approaches a doctor, and convinces him to recommend his company's new medicine for headache to his patients. It is an example of:

Professional Advertising

Institutional Advertising

Public Service Advertising

Retailers Advertising

Question No: 25(Marks: 1)- Please choose one

Which of the following is usually used to designate the type of advertising which is done by a manufacturer on a nationwide scale to stimulate demand for his product among ultimate consumers?

Regional advertising

National advertising

Professional advertising

Retail advertising

Question No: 26(Marks: 1)- Please choose one

Which of the following is NOT an advantage of the use of outdoor media forms?

No audience selectivity

Flexibility

High repeat exposure
Low message competition

Question No: 27(Marks: 1)- Please choose one

One of the major trends in advertising is the issue of message dilution or distortion due to the increasing amount of competitive advertising that often results in confusing the consumers. This distortion is due to what?

Advertising myopia
Advertising cacophony
Advertising confusion
Advertising clutter

Question No: 28(Marks: 1)- Please choose one

Which of the following are not considered part of psychographic segmentation?

Activities
Opinions
Interests
Gender

Question No: 29(Marks: 3)

What is the contribution of "ROI" in making an effective ad copy

Question No: 30(Marks: 3)

What do you know about the Road Blocking technique used in advertising?

Question No: 31(Marks: 5)

How Reach considerations can effect the advertisements?

Question No: 32(Marks: 5)

Explain "Water is wet" claim with the help of an example.

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