

## Bachelors of Commerce (Hons.) 5th Semester

### Advertising and Brand Management (317)

S.no	Question	A	B	C	D	Answer
1	Which is consider to be the paid from?	Advertising	Public Relation	Propagnda	Pitching	A
2	Selecting time, choosing media types, deciding on reach of frequency and media vehicle for	Media Strategy	Media execution	Measuring Communication	Selecting media	D
3	To introduce the new products to world of consumers is the main goal of:	Entertainment	Advertising	Boost the sales	Online marketing	B
4	Advertisement through radio was very popular till the middle of last century because of:	It's effectiveness	More popular than newspaper	Mass reach	Cost of advertisement	C
5	The most popular form of advertising and it reaches to masses:	Socail media	Email	Radio	Print	D
6	Advertising for which product is not allowed:	Liquor	Washing Powder	Cigarette	Both A & C	D
7	Advertisement is a type of _____	Outdoor marketing	Indirect marketing	Transaction marketing	Relationship marketing	B
8	Out of 4Ps in marketing mix three are product, promotion and price, which is the 4th P	Purpose	Place	Promotion	Plan	B
9	Promotion Mix includes Sales Promotion, Personal Selling, Advertising and?	Marketing	Sales	Publicity	None of the above	C
10	What deals with the specification of the actual good or service and how it relates to the target	Price aspect	Product aspect	Promotion aspect	Planning aspect	B
11	What are the elements of copywriting advertising?	Heading	Slogans	Taglines	All of the above	D
12	Which of the following statements are correct in reference with deception advertising?	The relation between the buyers and sellers is maintained if the buyers are satisfied with what they saw in advertise	False or deceptive image of product break trust of the customer	Seller should keep their ads clean an display right image of the product	All of the above	D
13	When the promotional mix for a product is affected by the path the product takes from the	Consumers	Life cycle	Market	Distribution Channel	C

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14	Positive aspects of advertising are:	Development of society & growth of	Employment	Gives Choices to buyers with self	All of the above	D
15	"A set of well defined principles which govern the ways of communication taking place	Ethics advertising	Subliminal advertising	Deception advertising	None of the above	A
16	_____ defines what the brand thinks about the consumer, as per the consumer.	Brand attitude	Brand positioning	Brand relationship	Brand image	A
17	_____ includes two aspects of a brand – its associations and its personality.	Brand attitude	Brand positioning	Brand relationship	Brand image	D
18	A strong brand commands	Intense consumer loyalty	Intense employer loyalty	Intense employee loyalty	None of the above	A
19	In strategic brand management, focus is on	Brand positioning	Brand marketing	Brand performance	All of the above	D
20	A _____ can be defined as the marketers vision of brand and what is should do	Brand exploration	Brand promise	Brand creation	None of the above	B
21	_____ can be defined as a way a firm wants to position or identify itself or its product.	Identity	Image	Presence	None of the above	A
22	The approach of using an established brand to launch a new product is ____	Line extension	Brand extension	Category extension	None of the above	B
23	"A lot can happen over coffee", is tagline of:	Cafe Coffee Day	Starbucks	Barista	None of the above	A
24	.....defines what the brand thinks about the consumer, as per the consumer	Brand attitude	Brand positioning	Brand relationship	Brand image	A
25	When the same brand name holds several products in different markets, it is known as the	Umbrella brand	Source brand	Multi-brand	Range brand	A
26	_____ involves designing and producing the container or wrapper for a product.	Packaging	Product line	Service	Branding	A
27	The term brand equity refers to:	The value attached to the brand	The financial value of a company's brand	It's level of popularity	All of above	D

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S.no	Question	A	B	C	D	Answer
28	Which of the following is a name, term, sign, symbol, design, or a combination of these, that	Label	Co-brand	Brand	Product	C
29	Using one brand name for several related products is known as which of the following?	Family branding	Group branding	Combination branding	Premium branding	A
30	Surf Excel was named to take the benefit of the existing brand value of Surf. This strategy can be	Brand growth	Brand extension	Branding	Brand level	B
31	What are the benefits of Advertising?					
32	What is the role of Copywriter?					
33	What are the Different types of Brand?					
34	Define Brand Loyalty.					
35	Explain Brand Positioning.					