

**TELANGANA UNIVERSITY**  
**S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)**  
**VI SEMESTER INTERNAL ASSESSMENT II EXAMINATIONS**  
**ADVERTISING & SALES PROMOTION QUESTION BANK**

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1. The type of appeal which is related to a person's psychological and social needs for purchasing products and services?

- |                    |                     |
|--------------------|---------------------|
| a) Rational appeal | b) Emotional appeal |
| c) Moral appeal    | d) Humour appeal    |

Ans: B

2. Aishwarya Rai Bachan endorsing L'Oreal is an example of?

- |                    |                     |
|--------------------|---------------------|
| a) Rational appeal | b) Beauty appeal    |
| c) Sex appeal      | d) Emotional appeal |

Ans: B

3. The content and context of a message contained in an advertisement is called?

- |            |                       |
|------------|-----------------------|
| a) Ad copy | b) Script             |
| c) Body    | d) Advertising appeal |

Ans: A

4. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?

- |                       |                          |
|-----------------------|--------------------------|
| a) institutional copy | b) straight selling copy |
| c) educational copy   | d) expository copy       |

Ans: A

5. Searching and identifying potential buyers for a product is \_\_\_\_

- a) Selling
- b) Prospecting
- c) Compelling
- d) Canvassing

Ans: B

6. If a copy tells openly and directly all the features of a product or a service with the help of suitable pictures, photos and diagrams to impress a customer, it is called?

- a) descriptive copy
- b) educational copy
- c) straight selling copy
- d) expository copy

Ans: D

7. An Ad copy that uses the endorsement of a satisfied customer?

- a) comparative copy
- b) reminder copy
- c) expository copy
- d) testimonial Ad copy

Ans: D

8. Which among the following is the right sequence of copywriting process?

- a) planning, research, organisation, writing, checking, proof reading, editing, revision
- b) research, planning, organisation, writing, checking, proof reading, editing, revision
- c) planning, research, organisation, writing, checking, editing, proof reading, revision
- d) research, planning, organisation, writing, checking, editing, proof reading, revision

Ans: A

9. Consider the following statements:

Statement 1: Two major dimensions of advertising are message creation and message dissemination

Statement 2: Message creation is meaningful once the advertisement is created.

- a) Both statements are right
- b) Both statements are wrong
- c) Only Statement 1 is correct
- d) Only statement 2 is correct

Ans: C

10. Consider the following statements:

Statement 1: Media planning refers to series of decision involving delivery of messages to the target audience

Statement 2: The central theme of media planning is message dissemination.

- a) Both statements are right
- b) Both statements are wrong
- c) Only Statement 1 is correct
- d) Only statement 2 is correct

Ans: A

11. Consider the following statements:

Statement 1: Media planning starts with analysis target audience

Statement 2: Media strategy is concerned with the selection of appropriate media)

- a) Both statements are right
- b) Both statements are wrong
- c) Only Statement 1 is correct
- d) Only statement 2 is correct

Ans: B

12. Consider the following statements:

Statement 1: Print media is the oldest and basic forms of mass communication.

Statement 2: Print media can make a faster delivery than broadcast media)

- a) Both statements are right
- b) Both statements are wrong
- c) Only Statement 1 is correct
- d) Only statement 2 is correct

Ans: C

13. Consider the following statements:

Statement 1: Point of purchase advertising refers to advertising at the place and time of purchase

Statement 2: It is similar to window dressing.

- a) Both statements are right
- b) Both statements are wrong
- c) Only Statement 1 is correct
- d) Only statement 2 is correct

Ans: C

14. Which among the following is not a function of ad agency?

- a) Conduct market analysis
- b) Develop advertising plans
- c) Develop media strategy
- d) Collect feedback from target audience.

Ans: C

15. Which among the following is not an objective of advertising research?

- a) Improve the efficiency of an ad
- b) Develop advertising plans
- c) Evaluate impact of an ad
- d) To avoid wastage of money

Ans: B

16. Consider the following statements:

Statement 1: Post testing is an evaluation conducted to know whether a proposed ad campaign is appealing to target group

Statement 2: It is also known as copy testing.

- a) Both statements are right
- b) Both statements are wrong
- c) Only Statement 1 is correct
- d) Only statement 2 is correct

Ans: B

17. Showing the product in a picture as being bigger than it actually is an example of

- a) Deception
- b) Subliminal Ads
- c) Obscene ads
- d) Challenging

Ans: A

18. \_\_\_\_\_ is a self-regulatory voluntary organization of the advertising industry

- a) Securities and Exchange Board of India
- b) Reserve Bank of India (RBI)
- c) Medical Council of India
- d) Advertising Standards Council of India (ASCI)

Ans: D

19. Colgate is offering scholarships worth one lakh rupees to Indian students. This highlights

- a) Advertising clutter
- b) Corporate Social Responsibility
- c) Advertising revolution
- d) Mass advertising

Ans: B

20. Benetton 'Unhate' ad campaign, featuring world leaders kissing is a case of \_\_\_\_\_

- a) Subliminal ads
- b) Misleading
- c) Obscene
- d) Appealing

Ans: A

21. Axe body spray ads are examples of \_\_\_\_\_

- a) Obscene advertisements
- b) Deception
- c) Subliminal
- d) Rational appeal

Ans: A

22. The large volume of advertising in a society is known as \_\_\_\_\_

- a) Advertising clutter
- b) Deception
- c) Mass advertising
- d) Large scale advertising

Ans: A

23. Which one among the following Acts does not contain provisions that regulate advertising in India

- a) The Consumer Protection Act, 1986
- b) Motor Vehicles Act, 1988
- c) The Company Secretaries, Act
- d) Prize Competition Act, 1955

Ans: C

24. It is criticized that advertising causes people to give too much importance to \_\_\_\_\_

- a) Fashion
- b) Material goods
- c) Cost of product
- d) Standard of living

Ans: B

25. Advertising is an important source of revenue to \_\_\_\_\_

- a) Advertisers
- b) Public
- c) Media
- d) Government

Ans: C

26. Advertisement aims at \_\_\_\_\_

- a) Product selling
- b) Marketing
- c) Customer relations
- d) Mass communication

Ans: D

27. \_\_\_\_\_ is directed towards consumers and traders with the intention to increase immediate or short term sales.

- a) Advertising
- b) Direct selling
- c) Sales Promotion
- d) Publicity

Ans: C

28. The basic objective of push strategy is to encourage the \_\_\_\_\_

- a) Consumer
- b) middlemen
- c) Producer
- c) Public

Ans: B

29. A pull sales promotion strategy concentrates on the \_\_\_\_\_

- a) Consumer
- b) middlemen
- c) Producer
- c) Sales force

Ans: A

30. The sales promotion strategy which concentrates on the middlemen and consumers is known as \_\_\_\_\_

- a) Pull Strategy
- b) Combination strategy
- c) Sale force Strategy
- d) Push Strategy

Ans: B

31. Couponing is an example of \_\_\_\_\_

- a) Consumer promotion Techniques
- b) Trader Promotion Techniques
- c) Sales Force Promotion Technique
- d) Dealer Promotion Technique

Ans: A

32. The reduction in the price of a product for a short span of time is known as \_\_\_\_\_

- a) Rebate
- b) Free Offer
- c) Price off offer
- d) Trade offer

Ans: C

33. \_\_\_\_\_ is a non-paid form of promotion

- a) Advertising
- b) Direct Marketing
- c) Sales Promotion
- d) Publicity

Ans: D

34. \_\_\_\_\_ is the oral communication with potential buyers of a product with the intention of making a sale.

- a) Personal Selling
- b) Direct Marketing
- c) Sales Promotion
- d) Publicity

Ans: A

35. \_\_\_\_\_ is the sum total of values, assets and liabilities generated by a branded product over a period of time.

- a) Brand loyalty
- b) Brand association
- c) Brand Equity
- d) Brand awareness

Ans: C

36. \_\_\_\_\_ is a measure of attachment that a consumer has to a brand.

- a) Brand loyalty
- b) Brand association
- c) Brand Equity
- d) Brand awareness

Ans: A

37. Communication activities which provide incentives to consumer is known as \_\_\_\_\_

- a) Advertising
- b) Direct Marketing
- c) Sales Promotion
- d) Publicity

Ans: C

38. Merchandise allowance is a \_\_\_\_\_ technique.

- a) Consumer promotion Techniques
- b) Trader Promotion Techniques
- c) Sales Force Promotion Technique
- d) Pull Promotion Technique

Ans: B

39. The additional amount of money consumers are willing to pay for a brand is known as \_\_\_\_\_

- a) Brand loyalty
- b) Brand association
- c) Brand Equity
- d) Brand awareness

Ans: C

40. Sales persons who want for the sales to come to them is known as

- a) Transactional
- b) Closers
- c) Relational
- d) Consultants

Ans: A

41. The process which consists of six stages; prospecting, preapproach, approach, presentation, close, and follow-up is called the:

- a) Product Marketing Process
- b) Direct Marketing process
- c) Personal selling process
- d) Purchase decision process

Ans: C

42. Excuses for NOT making a purchase commitment or decision are called

- a) Constraints
- b) Interventions
- c) Troubles
- d) Objections

Ans: D

43. The final stage in the personal sales process is the\_\_\_\_\_stage

- a) Follow-up
- b) Assumptive close
- c) Trial Close
- d) Presentation

Ans: A

44. AIDA stands for Awareness,\_\_\_\_\_, Desire and\_\_\_\_\_.

- a) Interest; Action
- b) Idea; Approach
- c) Intensity; Appeal
- d) Involvement; Appeal

Ans: A

45. A consumer contest is an example of\_\_\_\_\_.

- a) Personal Selling
- b) Sales Promotion
- c) Advertisement
- d) Indirect Selling

Ans: B

Short Answers.

1. Personal selling?
2. Role & importance of personal selling?
3. Any three theories of personal selling?
4. Personal selling process?
5. Any two difference between media concentration and media distruption?
6. Media scheduling?
7. Types of sales promotion?
8. Off-self offers?
9. Price promotions?
10. Premium promotion?