

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

I. Multiple choice questions.

1. _____ are those marketing activities excluding advertising, personal selling and publicity [c]
(a) Saturation (b) Advertisement (c) Sales promotions (d) None of above

2. The internet is a World Wide Web i.e., means of exchanging information and communicating through a series of _____ [a]
(a) Inter connected computers (b) Public relation
(c) Promotions (d) Innovations

3. _____ may be used when a new product or a service is being introduced by the manufacturer [a]
(a) Advertising (b) Primary functions (c) Demand (d) Organizational

4. _____ communication is the major reason for service recovery. [b]
(a) Awareness (b) Marketing (c) Regulation (d) Brand knowledge

5. Price is one of the most important element of _____ [b]
(a) Marketing communication (b) Marketing mix
(c) Service organization (d) Promotion mix

6. The product life cycle stage significantly influences the _____ [c]
(a) Affordable method (b) Distribution (c) Promotion mix (d) None of above

7. The budget for marketing communication can be allocated by using _____ [d]
(a) Affordable method (b) Percentage of sales method
(c) Competitive parity method (d) All the above

8. The service organization may communicate through various _____ with audience. [a]
(a) Media (b) Messages (c) Telecommunication (d) None of the above

9. _____ is a schedule which includes all the budgeting procedures in a written form. [a]
(a) Budget manual (b) Budget factor (c) Budget executive (d) Budget period

10. A _____ sale promotion strategy emphasizes completely on consumer besides distributor or reseller [b]
(a) Push (b) Pull (c) Department (d) None of the above

11. _____ is the main source for companies with which they can be informed about the products and brands which they sell in the market. [A]
(a) Marketing communications (b) Advertising (c) Media planning (d) Marketing Model

12. Marketing communication involves continuous interaction between the _____ [C]
(a) Marketers (b) Consumers (c) Buyers and sellers (d) None of the above

13. _____ help in providing information about the new brands and their benefits to the customers. [B]
 (a) Decision process (b) Marcom efforts
 (c) Brand management (d) Promotional programme
14. _____ tools include concession that provides value to the consumer. [D]
 (a) Advertising (b) Sales promotion (c) Communication (d) Brand equity
15. Hierarchy of effect model was developed by _____. [A]
 (a) Robert Lavidge and Gary Steiner (b) George E Belch
 (c) Craig Andrews (d) None of the above
16. The framework of an ideal message is generally constituted by the _____ model or approach. [B]
 (a) IMC (b) AIDA (c) Low involvement hierarchy (d) Choose media
17. IMC stands for _____. [C]
 (a) Integration Management Coordination (b) Integrating Managing Concern
 (c) Integration of Marketing Communication (d) None of the above
18. The people developing advertisements and commercials are called [D]
 (a) Creative approach (b) Educational appeal (c) Creative mind (d) Creative types
19. The way in which advertising message is developed and delivered is usually considered as essential for Effective [A]
 (a) Promotional program (b) Advertising appeal (c) Advertising creativity (d) All the above
20. _____ helps the salesman as it facilitates them in easily introducing and selling the product. [A]
 (a) Advertising (b) Marketing Communication (c) Promoters (d) Creative Approaches

Fill in the blanks.

1. The seller's task is to create awareness in the minds of the buyer towards the brand or product.
2. Conviction factor helps the customer to take final decision of purchasing the product.
3. A Push strategy generally used in industrial product marketing.
4. Personal selling is one to one interaction and transaction between sales force and a prospect
5. Direct Marketing is a marketing of the product or service directly to the customers.
6. Publicity is defined as a communication which describes about the features of organization
7. The situational analysis is the first step involved in the promotion planning process.
8. Marketing communication is the major reason for service recovery
9. The spreading awareness is to establish brand recall & recognition
10. Fixed Budget is also known as 'static budget'
11. Personal selling involves making face-to-face interaction with the best and prospective buyers to make presentations, answer the questions and order processing.
12. Advertising helps the seller to repeat their message several times.
13. World of mouth communication helps in influencing the customers as people trust the persons whom they know.
14. The information processing model was developed by William Mc Guire
15. The consumers in most purchasing process follow traditional communication models as a response process.
16. The IMC approach helps companies in identifying the most appropriate and effective methods for communicating and building relationship with their customers.
17. The word creativity is commonly used in advertising.

18. The success of a product or service usually depends upon the creativity strategy used in advertising.
19. Account panning refers to a process which involves carrying out research and collecting necessary information regarding the client's product or service.
20. Advertising executional style is the way in which the content of the advertisement is presented.

Short Questions.

1. What is Promotion Mix?
2. What is Budget?
3. What is Brand Knowledge?
4. What do you mean by publicity?
5. What is combination sales promotion strategy?
6. What is marketing communication?
7. Define Advertisement?
8. Integrated marketing communication (IMC)?
9. What is Creativity?
10. What is Execution styles?