

Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

A product that is perceived as being of average quality by you may be perceived as being of high quality by your friend who has \_\_\_\_\_.

Answer ( Please select your correct option )

- ☐ Higher expectations
- ☐ Neutral expectations
- ☐ Average expectations
- ☐ Lower expectations

**Made By: Waqar Siddhu**

Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

A brand is a shorthand method which a manufacturer can use to symbolize its product as being distinctive. On which of the following brand characteristics, it has value to a customer?

Answer ( Please select your correct option )

- ☐ Creates memorability
- ☐ Establishes preferences & loyalties
- ☐ Creates unique identity
- ☐ All of the given options

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Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is/are the important source/s for collecting secondary data in advertising research?

Answer ( Please select your correct option )

- ☐ Published source
- ☐ Government
- ☐ Internet
- ☐ All of the given options

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Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following "Pre-testing" techniques is used to evaluate a print advertisement?

Answer ( Please select your correct option )

- ☐ Central location test
- ☐ Story telling
- ☐ Sales experiment
- ☐ Trailer test

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Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following tests is NOT used during "Post Campaign Testing"?

Answer ( Please select your correct option )

- ☐ Inquiry Test
- ☐ Sales Test
- ☐ Recall Test
- ☐ Theatre Test

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Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

After watching the 30-minute infomercial on surf excel, Sana was certain the cleaning product would remove the grape juice stain from her white shirt. In terms of the communication process, Sana had engaged in which of the following process?

Answer ( Please select your correct option )

- ☐ Evaluating
- ☐ Encoding
- ☐ Decoding
- ☐ Messaging

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Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

AIDA model is the part of advertising hierarchy model, who developed this model?

Answer ( Please select your correct option )

- ☐ Bovee
- ☐ Kleppner
- ☐ Philip Kotler
- ☐ E.K. Strong

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Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

RACE is a problem-solving strategy and it stands for:

Answer ( Please select your correct option )

- ☐ Research, Action, Communication, Evaluation
- ☐ Research, Awareness, Communication, Evaluation
- ☐ Resource, Awareness, Communication, Evaluation
- ☐ Resource, Action, Communication, Evaluation

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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following are the basic modes for advertising scheduling?

Answer ( Please select your correct option )

- ☐ Fixed, Flighting and Multisensory
- ☐ Full Flight, Half Flight and Burst
- ☐ Continuity, Flighting and Pulsing
- ☐ Multisensory, Video, Pulsing

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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

All of the following differentiate advertising to public relation, EXCEPT:

Answer ( Please select your correct option )

- ☐ Control on creativity
- ☐ Unlimited contacts with client
- ☐ Paid for space or time in mass media
- ☐ Limited life of information

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Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following advertisement type usually contains text messages only?

Answer ( Please select your correct option )

- ☐ Classified advertising
- ☐ Retail advertising
- ☐ National advertising
- ☐ All of above

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Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

All of the following are the advantages of TV advertising, EXCEPT:

Answer ( Please select your correct option )

- ☐ Creativity and Impact
- ☐ Captivity and attention
- ☐ Selectivity and flexibility
- ☐ Clutter and Costs

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Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

United Mobile (Official distributor of Nokia in Pakistan) purchased 5000 mobile from Nokia in the month of November as per their agreement, which of the following activity took place?

Answer ( Please select your correct option )

- ☐ Exchange
- ☐ Negotiation
- ☐ Transaction
- ☐ Briefing

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Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

Following are the major benefits of advertising towards society EXCEPT:

Answer ( Please select your correct option )

- ☐ Creating employment opportunities
- ☐ Add style to the life of customers
- ☐ Enhance awareness about products
- ☐ Presenting sugarcoated benefits and harms

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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

All of the following are the limitations of TV as an advertising medium EXCEPT:

Answer ( Please select your correct option )

- ☐ Cost
- ☐ Clutter
- ☐ Fleeting Message
- ☐ Creativity and Impact

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

All of the following are the disadvantages of advertising in a newspaper EXCEPT:

Answer ( Please select your correct option )

- ☐ High waste circulation
- ☐ Short life span of information
- ☐ Range of market coverage
- ☐ No audience selection

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Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

City bank wants to promote its financial services all over the country (Pakistan) by using different media, which one of the following communication tool they should use to promote their services?

Answer ( Please select your correct option )

- ☐ Sales promotion
- ☐ Advertising
- ☐ Public relation
- ☐ Personal selling

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Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

Agro Tech Corporation is the manufacturer & marketer of agricultural instruments in Pakistan. It has recently imported technologically sophisticated agricultural instruments from Brazil. Marketing strategists of this organization have planned to create awareness about the products among the students, faculty members and researchers related to agriculture universities of the country. Which one of the following will be the most appropriate medium of communication?

Answer ( Please select your correct option )

- ☐ Radio
- ☐ TV
- ☐ Newspaper
- ☐ Internet

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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

Toyo private limited deals in plastic molded furniture and has an outlet in Lahore, Pakistan. The company has planned to target the corporate customers present in Lahore and is in search for the most suitable mode of advertising. From the following options which one will be your suggestion to the company?

Answer ( Please select your correct option )

- ☐ National TV Channels
- ☐ Industrial/ business magazines
- ☐ Transit/ Mobile advertising
- ☐ Internet

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Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following job positions is responsible for media planning and media buying activities of an advertising agency?

Answer ( Please select your correct option )

- ☐ Media planner
- ☐ Media director
- ☐ Creative director
- ☐ Account director

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Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is NOT included directly in the formulation of an advertising message?

Answer ( Please select your correct option )

- ☐ Content
- ☐ Format
- ☐ Source
- ☐ Audience

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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following refers to the potential audience which can might be exposed to an advertising message?

Answer ( Please select your correct option )

- ☐ Reach
- ☐ Frequency
- ☐ Scheduling
- ☐ Coverage

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Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

In management and organizational arenas, the terms "top down" and "bottom up" are used to indicate how decisions are made. How allocation of advertising budget is affected by those decisions?

Answer ( Please [click here](#) to Add Answer )

Rich text editor toolbar with icons for Bold, Italic, Underline, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, and a 100% zoom level. The text area is empty.

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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

Advertising is conveying different appeals to execute their messages by using creative strategy. How would you explain the creative strategy?

Answer ( Please [click here](#) to Add Answer )

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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

What are the different advantages due to which business organizations tend to move towards sponsorships?

Answer ( Please [click here](#) to Add Answer )

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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

If you are working in an account-planning department of an advertising agency and a client wants to render the services of your agency. What kind of financial contribution your department can contribute to develop a campaign?

Answer ( Please [click here](#) to Add Answer )

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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

Suppose a business organization is planning to advertise its product through television. what are the limitations associated with TV advertising?

Answer ( Please [click here](#) to Add Answer )

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