

TYBMM (Advertising) Semester VI
The Principles and Practices of Direct Marketing
Sample question paper

1. Which of the following is a component of digital media?
 - a. Television
 - b. Cold Calling
 - c. Search engine optimization
 - d. Billboards advertising
2. The efforts of direct marketing are _____.
 - a. Identifiable
 - b. Marketable
 - c. Measurable
 - d. Repeatable
3. _____ is a tool of direct marketing.
 - a. Flexible marketing
 - b. Telemarketing
 - c. Print media
 - d. Billboards
4. _____ is a one-to-one marketing practice that centers on the individual customer and prospects' actions.
 - a. Direct marketing
 - b. Personal selling
 - c. Interactive marketing
 - d. Public relations
5. 4. What is the process of ensuring customers continue to come back to receive your products or services?
 - a. Customer retention
 - b. Customer satisfaction
 - c. Customer service
 - d. Customer wants
6. ___ is the country's leading direct selling FMCG company.
 - a. Amway India
 - b. Eureka Forbes
 - c. HUL
 - d. P & G
7. CRM is effective if _____.
 - a. The customers complaint decrease
 - b. The customers complaint increase
 - c. There are no repetitive complaints
 - d. The customers database increases

8. MS Access, MS SQL are examples of _____.
- a. DBMS
 - b. RDBMS
 - c. Applications
 - d. Database software.
9. Direct marketing is continuing to be more _____ oriented.
- a. Web
 - b. Mail
 - c. Telephone
 - d. Radio
10. In the formula of LTV, C stands for _____.
- a. Cost of customer
 - b. Net contribution from each year's marketing activities
 - c. Expected duration of the customer's relationship
 - d. Cost of discounting

TYBMM (Advertising) Semester VI
Legal Environment and Advertising Ethics
Sample question paper

1. Which of the following is a Fundamental Right in India?
 - a. The consumer is always right
 - b. The right to no exposure to subliminal advertising
 - c. The right to best goods and services at cheap prices
 - d. Right Against Exploitation

2. What is it called when a malicious programme, disguised as a legitimate one, is used to take control of a computer?
 - a. Trojan attack
 - b. Virus and worm attack
 - c. Unauthorised access and hacking
 - d. Theft of internet hours

3. What shall a drug be deemed if it is imported under the name which belongs to another drug?
 - a. Adulterated
 - b. Spurious
 - c. Misbranded
 - d. Cosmetic

4. In January 2013, Punjabi artists Jazzy B, Yo Yo Honey Singh and Daljit Dosanjh were booked under which of the following act?
 - a. Indecent Depiction of Women Act
 - b. Indecent Depiction of Ladies Act
 - c. Indecent Representation of Women Act
 - d. Indecent Representation of Ladies Act

5. Which of the following is a restricted form of puffery, involving the marketer overselling the product by making comparisons with the obviously apparent competitor?
 - a. Conscious advertising
 - b. Deceptive advertising
 - c. Manipulative advertising
 - d. Comparative advertising

6. What is it called when advertisers deliberately withhold complete information by highlighting selective attractive elements?

- a. Partial disclosures
 - b. Incomplete descriptions
 - c. Visual distortions
 - d. False testimonials
7. What does ISO stand for?
- a. International Organization for Standardization
 - b. Indian Organization for Standardization
 - c. International Organization for Standards
 - d. Indian Organization for Standards
8. Which of the following has been made mandatory for television advertisements on cable TV channels?
- a. AAI 'Self Regulatory Code'
 - b. AAI 'Ethical Broadcasting Code'
 - c. ASCI 'Self Regulatory Code'
 - d. ASCI 'Ethical Broadcasting Code'
9. Which of the following is correct?
- a. 'The Hidden Persuaders' – Vance Packard; 'No Logo' – Naomi Klein; 'The Beauty Myth' – Naomi Wolf and 'Understanding Power' – Noam Chomsky
 - b. 'The Hidden Persuaders' – Naomi Klein; 'No Logo' – Noam Chomsky; 'The Beauty Myth' – Jean Kilbourne and 'Understanding Power' – Naomi Wolf
 - c. 'The Hidden Persuaders' – Naomi Wolf; 'No Logo' – Vance Packard; 'The Beauty Myth' – Jean Kilbourne and 'Understanding Power' – Naomi Klein
 - d. 'The Hidden Persuaders' – Noam Chomsky; 'No Logo' – Jean Kilbourne; 'The Beauty Myth' – Naomi Klein and 'Understanding Power' – Vance Packard
10. Which of the following authors wrote 'Can't Buy My Love'?
- a. Jean Kilbourne
 - b. Vance Packard
 - c. Noam Chomsky
 - d. Naomi Wolf

TYBMM (Advertising) Semester VI
Advertising and Marketing Research
Sample question paper

1. What will happen if your sample is not representative of the population?
 - a. People will ridicule your study
 - b. Your sample will not have intelligent people
 - c. You won't be able to generalise the findings of the research study
 - d. Your research project will never complete

2. For a particular study, you interview Respondent A, who then introduces you to Respondent B, and so on, which type of sampling are you doing?
 - a. Systematic random sampling
 - b. Simple random sampling
 - c. Judgment sampling
 - d. Snowball sampling

3. 'The main purpose of such studies is to formulate a problem for more precise investigation'. Which type of research design are we referring to?
 - a. Descriptive
 - b. Causal
 - c. Cross-sectional
 - d. Exploratory

4. What do Tachistoscope tests assess in packaging research?
 - a. Recall
 - b. Aesthetic value of packaging
 - c. Durability of packaging
 - d. Recognition

5. Which of the following data collection methods allows collection of significant amounts of data in an economical and efficient manner?
 - a. Surveys
 - b. Depth interviews
 - c. Observation
 - d. Experiments

6. What is the major difference between quantitative and qualitative research?
 - a. Cost involved in research
 - b. Number of people you speak to
 - c. Quantitative research is more scientific
 - d. Qualitative research is preferred by advertising industry

7. Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?
 - a. Focus groups
 - b. Personal interviews
 - c. Observation
 - d. Questionnaires

 8. Which one of the following is an advantage of the survey method of research?
 - a. Surveys provide standardized data
 - b. Respondents may be unwilling to provide information
 - c. Semantic difficulties in understanding questions
 - d. Respondents not providing accurate answers because of lapse of memory

 9. Which one of the following products came to the market by accident and not by planned product development process?
 - a. Coca Cola
 - b. Eureka Forbes Vacuum Cleaner
 - c. Prestige pressure cooker
 - d. Post-it notes

 10. A question in a survey asks 'which religion you belong to with options such as Hinduism, Islam, Christianity, and Jainism. Which type of a scale is this?
 - a. Ordinal scales
 - b. Nominal scales
 - c. Interval scales
 - d. Ratio scales
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Sample Questions for TYBMM, Sem VI

FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING

1. Following is not a function of finance manager
 - a. Marketing
 - b. Budgeting
 - c. Forecasting
 - d. Financing
2. At Break Even Point, the contribution margin equals total
 - a. Variable Cost
 - b. Fixed Cost
 - c. Administrative Cost
 - d. Sales revenue
3. If Sales are Rs. 5,00,000; Variable Cost are Rs. 2,00,000 and Fixed Cost are Rs. 2,40,000; the P/V ratio will be
 - a. 60%
 - b. 40%
 - c. 20%
 - d. 45%
4. Margin of safety is
 - a. Sales - Contribution
 - b. Actual Sales – Break even Sales
 - c. Sales – Fixed Assets
 - d. Always same as break even sales
5. Indirect Cost is also known as -----.
 - a. Prime Cost
 - b. Factory Cost
 - c. Overheads
 - d. Cost of Sales
6. ----- Budget gives a summary of all functional budgets.
 - a. Cash
 - b. Production
 - c. Master
 - d. Flexible

7. ROI is calculated on the basis of
 - a. Operating Profit
 - b. Gross Profit
 - c. Net profit before Tax
 - d. Net profit after Tax
8. Which of these is long term and permanent capital?
 - a. Equity Shares
 - b. Debentures
 - c. Long term loans
 - d. Government Bonds
9. Cash Sales are 25% of total sales. Total Sales Rs. 10,00,000. Therefore, cash sales are Rs. -----.
 - a. 7,50,000
 - b. 2,50,000
 - c. 12,50,000
 - d. 10,00,000
10. Time lag in payment of wages is 1 month. That means wages for the month of January will be paid in
 - a. February
 - b. January
 - c. December
 - d. March

Q1. What is the major consequence of climate change?

- a. Greenhouse gases
- b. Invasive species
- c. Plastics
- d. Global warming

Q2. What can produce thermal energy from the sun's heat and mechanical energy from the tides and waves?

- a. Ocean
- b. Wind
- c. Solar energy
- d. Geo thermal

Q3. In which year the world Wild Life (WWF) was founded?

- a. 1947
- b. 1952
- c. 1961
- d. 1977

Q4. Under which project, the rejuvenating rivers and nallahs in which few district of Maharashtra – primarily through de-silting activities was undertaken in 2013.

- a. Jalyukta Shivar Abhiyan
- b. Jal Jagruti Abiyan
- c. Silent Valley Moment
- d. Jal Shakti

Q5. UDHR consists of Preamble and how many articles?

- a. 20
- b. 59
- c. 47
- d. 30

Q6. A child means any one below the age of

- a. 14
- b. 16
- c. 18
- d. 19

Q7. What was adopted by United Nation to ensure the protection of women's rights in 1979?

- a. CRC
- b. CEDAW
- c. DRD
- d. WCD

Q8. The Criminal Law (amendment) Act was passed after

- a. Nirbhaya Case
- b. Shakti Mill Case
- c. Mathura case
- d. Imrana case

Q9. The National Health Policy was endorsed by the Parliament of India in 1983 and updated in the year

- a. 2000
- b. 2001
- c. 2002
- d. 2003

Q10. Who is classified as a terrorist organization by the Government of India and had banned it under the Unlawful Activities (Prevention) Act in 1990.

- a. ULFA
- b. Naxalite
- c. Maoist
- d. Nagaland rebels

1. _____ is a popular free social networking website,
 - a. SEO
 - b. Facebook
 - c. Google Chrome
 - d. Gmail

2. Which from the below is a free microblogging service that allows registered members to broadcast short posts called tweets.
 - a. Facebook
 - b. Instagram
 - c. Google+
 - d. Twitter

3. _____ is a free, open content online encyclopedia
 - a. Facebook
 - b. Instagram
 - c. Wikipedia
 - d. Twitter

4. Why is it important to post to a blog regularly?
 - a. It reduces the cost per blog post
 - b. Keep readers engaged and also give search engines content to index
 - c. It gives the social media marketing specialist something to do
 - d. It allows more chances for the company to put

5. What can a company do on Facebook apart from their page to create a following?
 - a. Post more updates than usual
 - b. Post controversial posts
 - c. Use several pictures
 - d. Use Groups, both company originated and posting to other groups

6. What is meant by A/B testing in marketing?
 - a. Testing of 2 different products
 - b. Testing 2 versions of an advertisement to see which elicits the best response
 - c. Clinical testing of medical products before legally allowing them for sale
 - d. Testing via 2 mediums, such as radio and television

7. What is “social media optimization”?
 - a. Creating content which easily creates publicity via social networks

- b. Writing clear content
 - c. Creating short content which is easily indexed
 - d. Hiring people to create content for social networks
8. How often should a marketing plan be revisited?
- a. Never, once written it is complete
 - b. As often as needed in order to revisit the plan of action and revise any new actions
 - c. At company board meetings
 - d. During the financial review of the company each month
9. Which of the following would be leveraging both social network and traditional marketing?
- a. Handing out print advertisements with a coupon for a store
 - b. A print advertisement in a magazine which drives people to a website where there is a free trial offer
 - c. Posting an advertisement on a message board
 - d. Hosting a video ad on YouTube not otherwise seen elsewhere
10. Which of the following is valuable in increasing a page rank?
- a. Paying for placement
 - b. Static content
 - c. Quantity of links from other highly ranked pages to your site
 - d. No contact information

TYBMM (Advertising) Semester VI
Agency Management
Sample question paper

1. Production department comprises of ____
 - a) Finishing artists & DTP operators
 - b) Art directors
 - c) Copywriters
 - d) Media planners

2. According to Philip Kotler, services are ____
 - a) Intangible, inseparable, variable & perishable product
 - b) Tangible
 - c) Tangible, inseparable
 - d) Variable & perishable product

3. Awareness – Interest Evaluation – Trial Adoption defines ____ model
 - a) Innovation adoption model
 - b) Aida model
 - c) Hierarchy model
 - d) Effects model

4. Speculative pitches means ____
 - a) Presentation
 - b) Copy
 - c) Ad
 - d) Negotiation

5. POP means ____
 - a) Point of purchase
 - b) Point of programme
 - c) Point of product
 - d) Point of public

6. Account planners are responsible for both _____ and _____
for the client.
 - a) Marketing, Public Relations
 - b) Creativity, Sales
 - c) Sales, Marketing
 - d) Research, Creative Strategy Development

7. During _____, account planners act as sounding boards for the creative team.

- a) Creative development
- b) Evaluation
- c) Customer research
- d) Brand and Market Audit

8. Ideal way to study the environment

- a) PESTLE: Political/ Economical/ Social/Technological/ Legal/Environmental
- b) PEST: Political/ economical/social/technological
- c) STEP: Social/technological/ economical/Political/
- d) LSTEP: legal/Social/technological/ economical/Political

9. _____ stimulates and helps in the process of development of new project ideas.

- a) Technical & Professional.
- b) Non - Technical
- c) Business Oriented
- d) Commercial Aspects.

10. _____ deals with products & services, funds required, declaration of mission of the firm and administrative team.

- a) Executive Summary.
- b) Executive Report.
- c) Managers Summary.
- d) Chief Executive Report.