

VPM's
Programme: EpMBA Marketing (2017-18)
Batch:
Semester Examination September 2018

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| Subject Name | Integrated Marketing Communication | | |
| Roll No. | | Marks | 60 Marks |
| Total No. of Questions | 60 | Duration | 2 Hours |
| Total No. of pages | | Date | |

1. _____ is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor
 - a. Marketing
 - b. Promotion
 - c. **Advertising**
 - d. None of the above

2. _____ is used when introducing a new product category; the objective is to build primary demand
 - a. **Informative advertising**
 - b. Persuasive advertising
 - c. Reminder advertising
 - d. None of the above

3. A _____ consumer may be less educated, but he is clever and blessed with a lot of common sense
 - a. Urban
 - b. **Rural**
 - c. Metro
 - d. None of the above

4. _____ is not “what you do to the Product”, but it is “what you do to the mind of customers”
 - a. Manufacturing
 - b. Retailing
 - c. **Positioning**
 - d. Segmenting

5. _____ are intended to motivate sales people to put in more efforts to increase distribution in the market and thereby improving the sales.
 - a. Trade Oriented
 - b. Consumer Oriented
 - c. **Sales Force Oriented**
 - d. None of the above

6. _____ refers to determining the best combination of medias to achieve the marketing communication objectives
 - a. **Media Planning**
 - b. Advertising

- c. Sales Promotion
 - d. None of the above
7. Under _____ approach, company allocates whatever is left over to advertising
- a. Arbitrary Allocation
 - b. **The affordable Method**
 - c. Historical Method
 - d. None of the above
8. _____ is concerned with, the aspects of the product offering that are largely similar to the offerings of like competitors.
- a. **POP (Points of Parity)**
 - b. POD (Points of Difference)
 - c. Either (a.) OR (b.)
 - d. None of the above
9. _____ ad copy expose the facts and explains the construction, uses, merits, operations & superiority of the product
- a. Suggestive
 - b. **Expository**
 - c. Descriptive
 - d. None of the above
10. Which of the following are considered as Primary Source of new business for ad agency?
- a. Build existing client's business
 - b. Add and sell new IMC services
 - c. Solicit new accounts
 - d. **All of the above**
11. _____ is important with mature products to help maintain customer relationships and keep customers thinking about the product
- a. Informative advertising
 - b. Persuasive advertising
 - c. **Reminder advertising**
 - d. None of the above
12. Which of the following are not prominently used communication medium in rural market?
- a. Haats (Weekly Markets)
 - b. Melas
 - c. TV Ads in regional languages
 - d. **Internet Marketing**

13 to 16 (Match the pair, with most accurate answers)

| | |
|----------------------------------|---|
| 1. Account Management department | A. Responsible for creating and producing the print and broadcast advertising |
| 2. Creative department | B. Handles marketing & media issues, media negotiations and implementation |

| | |
|---|---|
| 3. Media planning and placement department | C. Interpret market environment, Determine consumer needs/perceptions, Advise how ads can meet strategic goals |
| 4. Research department | D. Liaison between agency and client, represents client point of view within the agency |

13. 1. - _____ (A/ B/ C/ **D**)

14. 2. - _____ (A/ B/ C/ D)

15. 3. - _____ (A/ **B**/ C/ D)

16. 4. - _____ (A/ B/ C/ D)

17. _____ sales promotion persuade retailers to carry stock, carry more than usual stock & promote brand franchise

- a. **Trade Oriented**
- b. Consumer Oriented
- c. Sales Force Oriented
- d. None of the above

18. _____ is the amount of money which can be or has to be spent on advertising of the product to promote it and to reach the target consumers

- a. Business Budget
- b. **Advertising Budget**
- c. Promotional Expenses
- d. None of the above

19. _____ approach, compares the total sales with the total advertising budget during the previous year or the average of several years to compute a percentage

- a. Affordable
- b. Competitive Parity Method
- c. **Percentage of Sales Method**
- d. None of the above

20. The _____ is the saying that gets the readers' attention, arouses their interest by providing a benefit, and leads them to read the rest of the ad.

- a. Ad Copy
- b. Signature
- c. **Headline**
- d. None of the above

21. _____ A learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object

- a. **Attitudes**
- b. Beliefs
- c. Perceptions
- d. None of the above

22. _____ sales promotion induces trials of a new product or existing product in the new market, targeted towards users, with an objective to increase the sales in short term.
- Trade Oriented
 - Consumer Oriented**
 - Sales Force Oriented
 - None of the above
23. _____ refers to “target consumer’s” reason to buy one brand in preference to others
- Advertising
 - Brand Positioning**
 - Targeting
 - None of the above

24 to 26 (Match the pair, with most accurate answers)

| | |
|--------------|---|
| 1. Reach | A. The potential audience that might receive the message through the vehicle |
| 2. Coverage | B. The number of times the receiver is exposed to the media vehicle in a specific time period |
| 3. Frequency | C. Number of different audience members exposed at least once in a given time period |

24. 1. - _____ (A/ B/ C)
25. 2. - _____ (A/ B/ C)
26. 3. - _____ (A/ B/ C)
27. _____ ad copy is also known as Corporate Advertising, which is aimed to develop and maintain a brand image of the Institution/ Company
- Educational
 - Competitive
 - Institutional**
 - None of the above
28. _____ means The Marketing and Management communications process to foster goodwill between a firm and its constituents i.e. stakeholders.
- Publicity
 - Public Relations**
 - Advertising
 - None of the above
29. _____ as a consumer promotion tool, includes providing extra quantities of the same product at the regular price.
- Discount
 - Coupon
 - Premium offers**
 - None of the above

30. Under _____ advertising effectiveness is measured through clarity, contents, believability, action ability etc.
- Message effect**
 - Media effect
 - Field Test
 - None of the above
31. Which of the following are considered as primary services of Ad agency?
- Complete a marketing analysis
 - Prepare a creative strategy
 - Develop and implement a media plan
 - All of the above**
32. _____ gives a REASON to buy, whereas _____ gives an INCENTIVE to buy
- Advertising, Sales Promotion**
 - Sales Promotion, Advertising
 - Public Relations, Publicity
 - None of the above
33. Which of the following cannot be an objective of Sales promotion?
- To stimulate customers to make purchase
 - To prompt existing customers to buy more
 - To introduce new products
 - None of the above**
34. _____ means a Name, Term, Sign, Symbol, design or combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors
- Product
 - Brand**
 - Service
 - None of the above
35. Which of the following are Functions of Advertising Copy?
- Attract Attention
 - Command Interest
 - Create Desire
 - All of the above**
36. The _____ is the photograph or drawing used in a print advertisement, its primary function is to attract attention
- Headline
 - Illustration**
 - Slogan
 - None of the above

37. In advertising, _____ means to persuade or convince the consumers that a particular brand of product is superior
- Communication
 - Public Relation
 - Persuasion**
 - None of the above
38. Under _____ approach, the budget is determined by the management solely on the basis of what is felt to be necessary
- Arbitrary Allocation**
 - The affordable Method
 - Historical Method
 - None of the above
39. _____ PR strategy is Dictated by external influences, Focuses on problems, not opportunities and Requires defensive measures
- Active
 - Reactive**
 - Proactive
 - None of the above
40. Which of the following is not considered as quality of a Good Advertising Copy?
- It Must be Simple
 - It Must Be Informative
 - It Must Be Lengthy and incomplete**
 - It Must Be Enthusiastic
41. Which of the following does not comes under the 'Ways Agencies Make Money'?
- Salary**
 - Fees
 - Commission
 - Incentive

42 to 45 (Match the pair, with most accurate answers)

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|---------------------|--|
| 1. Slogan | A. A person is made to have strong feelings about a situation or product |
| 2. Repetition | B. A statement suggesting that everyone is using a specific product, so you should too |
| 3. Bandwagon | C. The name of a product is repeated many times through various medias |
| 4. Emotional Appeal | D. A catchy phrase or statement often used to sell a service or a product |

42. 1. - _____ (A/ B/ C/ **D**)

43. 2. - _____ (A/ B/ C/ D)

44. 3. - _____ (A/ **B**/ C/ D)

45. 4. - _____ (A/ B/ C/ D)
46. Which of the following is not considered to be acceptable information as substantiation (i.e. evidence)?
- Scientific Literature
 - Scientific Literature
 - Individual Testimonials**
 - Market Research Surveys(of statistically significant sample size)
47. Which of the following are considered as Roles of Public Relations?
- Reputation Management
 - Corporate Communications
 - Product Publicity
 - All of the above**
48. Which of the following is the correct combination of four stages of communication suggested in DAGMAR model?
- Advertising, Awareness, Conviction, Action
 - Awareness, Action, Repurchase, conviction
 - Awareness, Comprehension, Conviction, Action**
 - None of the above
49. _____ is concerned with, the attributes or functionalities or benefits or any other marketing mix elements that are relatively distinct aspects of a brand, as compared to its competitors.
- POP (Points of Parity)
 - POD (Points of Difference)**
 - Either (a.) OR (b.)
 - None of the above
50. Which of the following factors affect the setting of Advertising Objectives?
- Marketing Strategy
 - Marketing Objective
 - Financial Resources
 - All of the above**
51. _____ is a public relations technique, which involves non-paid communication of information about an organization and its products or services
- Publicity**
 - Advertising
 - Promotion
 - None of the above
52. Under which type of fee system fixed fee is charged by the ad agency?
- Cost-plus fee
 - Retainer fee**
 - Hybrid fee
 - Performance fee

53. _____ PR strategy is Guided by marketing objectives, helps in publicizing a company/ its brands and Take an offensive rather than defensive posture
- Reactive
 - Active
 - Proactive**
 - None of the above

54. _____ is important with increased competition to build selective demand, by influencing customers to buy our product or service.
- Informative advertising
 - Persuasive advertising**
 - Reminder advertising
 - None of the above

55 to 57 (Match the pair, with most accurate answers)

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|---------------------------|--|
| 1. Classical conditioning | A. Attitudes are learned through information processing |
| 2. Operant conditioning | B. Attitudes are learned through past associations |
| 3. Cognitive learning | C. Attitudes are learned through trial and reinforcement |

55. 1. - _____ (A/ B/ C)
 56. 2. - _____ (A/ B/ C)
 57. 3. - _____ (A/ B/ C)

58. Which of the following are considered as Auxiliary Agency Functions?
- Strategy/creative review board
 - Account planning
 - Office management
 - All of the above**

59. _____ refers to the protection of creative works for Advertising & PR from unauthorized use.
- Copyright Issue**
 - Professional Codes of Conduct
 - Either (a.) or (b.)
 - None of the above

60. _____ is a legal way of promoting a product or service through hyperbole or oversized statements that cannot be objectively verified.
- Tall Claim
 - Puffery claim**
 - False claims
 - None of the above