

Sample Question Paper

Subject- Advertising & Sales Promotion

Subject code 206

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q.1 Suppose the Hindustan Lever's promotional objective is to maintain brand preference, which promotional activity should the company undertake?

1. Public relations
2. Primary advertising
3. Brand advertising
4. None of the above

Correct Answer :-

Brand advertising

Q. 2 The exact combination of each of the elements of promotion is called the:-

1. Marketing mix
2. Product mix
3. Promotional mix
4. All of the above

Correct Answer :-

Promotional mix

Q. 3 Mass communication technique includes:-

1. Advertising
2. Sales promotion
3. Public relations
4. All of the above

Correct Answer :-

All of the above

Q. 4 Promotion does the task of:-

1. Persuading
2. Informing
3. Reminding
4. All of the above

Correct Answer :-

All of the above

Q. 5 When for a new product, a company spends on advertisement through media, it primarily generates:-

1. Awareness
2. Interest
3. Desire
4. Action

Correct Answer :-

Awareness

Q. 6 Feedback from the receiver completes the cycle of communication.

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q. 7 Promotional activities at each stage of life cycle are same.

1. TRUE
2. FALSE

Correct Answer :-

FALSE

Q. 8 In the 4P's of Marketing Mix, Advertising is positioned in:-

1. Product
2. Price
3. Promotion
4. Place

Correct Answer :-

Promotion

Q. 9 In advertising, the media used is generally:-

1. Print
2. Electronic
3. Both of these
4. None of these

Correct Answer :-

Both of these

Q. 10 Advertising helps to establish relationship between brand and:-

1. Price
2. Product
3. Consumer
4. Marketer

Correct Answer :-

Consumer

Q. 11 Decisions about product, distribution and pricing must be made:-

1. After advertising
2. Before advertising
3. At the time of advertising
4. All of the above

Correct Answer :-

Before advertising

Q. 12 Marketing research is essential because:-

1. It reduces risk
2. It makes advertising accountable
3. It makes ads more efficient and effective
4. All of these

Correct Answer :-

All of these

Q. 13 The role of advertising in the marketing mix of an organization is decided by:-

1. Sales plan
2. Marketing plan
3. Both of these
4. None of these

Correct Answer :-

Marketing plan

Q. 14 A campaign is conveyed through different media and has a:-

1. Different theme and unified approach
2. Single theme and a unified approach
3. Single theme and a different approach
4. All of the above

Correct Answer :-

Single theme and a unified approach

Q. 15 Market positioning is to meet market requirements better than the:-

1. Product itself
2. Competitors
3. Customer needs
4. None of these

Correct Answer :-

Competitors