

**Sample Question Paper**

**Subject- Advertising, Design & Media**

**Subject code 35**

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. In the creative testing system, what leads to human response to communication?

1. Prompt
2. Instigation
3. Stimulus
4. Challenge

**Correct Answer :-** Stimulus

Q.2. What should be the goal of developing ideas during brainstorming?

1. Quantity
2. Quality
3. Exclusivity
4. All of these

**Correct Answer :-** Quantity

Q.3. Modification or combination of ideas is forbidden during brainstorming.

1. True
2. False

**Correct Answer :-** False

Q.4. In the creative testing system, what is the response to stimulus on the eyes and ears?

1. Reaction
2. Reception
3. Comprehension
4. Response

**Correct Answer :-** Reception

Q.5. What is creative visualization?

1. Visualize in the mind's eye the form an idea will take in the advertisement
2. Visualize in the mind's eye the way the idea will be received by the consumers
3. Visualize in the mind's eye the way the idea will be perceived by the competitors
4. Visualize in the mind's eye the way the idea will be reviewed by the judges

**Correct Answer :-** Visualize in the mind's eye the form an idea will take in the advertisement

Q.6. To what do characteristics like "short, friendly phrase, funny and entertaining and easily remembered" belong?

1. Headline
2. Subhead
3. Slogan
4. Trade name

**Correct Answer :-** Slogan

Q.7. Negative appeals use the strategy of increasing a person's anxiety about not using the product.

1. TRUE
2. FALSE

**Correct Answer :-** TRUE

Q.8. To which type of appeal is industrial buyers most responsive?

1. Rational appeal
2. Emotional appeal
3. Sex appeal
4. Direct appeal

**Correct Answer :-** Rational appeal

Q.9. The toothpaste ads stress upon which appeal?

1. Hunger
2. Thirst
3. Fear
4. Love

**Correct Answer :-** Fear

Q.10. What do advertisers try to discover through psychoanalysis?

1. "Whats" of consumer behaviour
2. "Whys" of consumer behaviour
3. "Whos" of consumer behaviour
4. "Whens" of consumer behaviour

**Correct Answer :-** "Whys" of consumer behaviour

Q.11. Which of these is news headline type of headline?

1. KFC's "Crunchy outside, Juicy inside"
2. Dr. Shugar's "Give up sugar, not sweet"
3. HP Office Printer's "30% lower cost per page, 100% faster"
4. Hero Honda Glamour's "Introducing the technology that drives new age cars for the first time in motorcycles in India"

**Correct Answer :-** Hero Honda Glamour's "Introducing the technology that drives new age cars for the first time in motorcycles in India"

Q.12. Positive appeals use the strategy of reducing a person's anxiety about using the product.

1. TRUE
2. FALSE

**Correct Answer :-** TRUE

Q.13. What should be the primary consideration in designing packaging?

1. Utilitarian
2. Attraction
3. Promotion
4. Economization Option ID = 1347427]

**Correct Answer :-** Utilitarian

Q.14 Price should be considered as a separate and distinct unit of the advertisement layout.

1. TRUE
2. FALSE

**Correct Answer :-** TRUE

Q.15 The brightly painted pan-beedi outlets are an example of POP advertising.

1. TRUE

2. FALSE

**Correct Answer :- TRUE**

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