

Marketing Research & Advertising

1. ORG MARG conducted a research to measure awareness among consumers about the recently launched brand of stain remover, 'VANISH'. In which type would you classify the survey?
 - (1) Product research
 - (2) Distribution research
 - (3) **Buyer behaviour research**
 - (4) Market research

2. Despite carrying less conviction, exaggeration in advertising today is more than a few years ago.
 - (1) Agree
 - (2) **Disagree**

3. "Real gusto in a light beer" is a sensory reward promise connected with product-in-use experience.
 - (1) **True**
 - (2) False

4. The first evidence of competitive advertising was found in which year?
 - (1) 1580
 - (2) 1801
 - (3) 1650
 - (4) **1710**

5. Depth interviewing is an expensive and time consuming method.
 - (1) **Yes**
 - (2) No

6. When a company wants to build selective demand for a particular brand the advertisement released for this purpose fulfills which of the following objectives?
 - (1) Informing people
 - (2) Reminding people
 - (3) Reinforcing the message
 - (4) **Persuading people**

7. What does consumerism mean?

- (1) Movement of consumers to discourage excessive consumption
- (2) Movement of consumers to encourage excessive consumption
- (3) Movement of consumers to consume everything
- (4) **None of the above**

8. Out of the following, which are the responsibilities of group moderator during group discussion interviews?

- a) To introduce topic for discussion
- b) Intervene to encourage respondents
- c) To control when the discussion wanders to far off points
- d) Controlling powerful personalities from strongly influencing a group

- (1) a, c, d
- (2) b, c, d
- (3) a, b, c
- (4) **a, b, c, d**

9. Calculate the agency compensation on a markup of 17.65% for conducting marketing research costing Rs. 1,00,000.

- (1) Rs. 17,000
- (2) **Rs. 17,650**
- (3) Rs. 15,000
- (4) Rs. 15,650

10. What are the three Starch score predictors in determining communication effectiveness?

- (1) **"noted", "associated" and "read most"**
- (2) "noted", "associated" and "remembered most"
- (3) "noted", "associated" and "remembered most"
- (4) "noted", "associated" and "repeated most"