

Advertising, Design and Media

1. When old ideas are presented in new way from unsuspecting angles it is also creativity.
 - a) True
 - b) False**

2. How is creativity in advertising best judged?
 - a) By the marketing results yielded**
 - b) By the awards it wins
 - c) By the critic reviews
 - d) By the advertiser's appreciation

3. Which are the three primary colours?
 - a) Black, White & Red
 - b) Cyan, Magenta & Yellow
 - c) Red, Green & Blue**
 - d) All of the above

4. When different versions of the same advertisement is presented to match different groups for measuring advertising effectiveness, it is called:-
 - a) Split-walk" advertisement
 - b) Split-edition" advertisement
 - c) Split" advertisement
 - d) Split-run" advertisement**

5. Calculate the cost per thousand (CPM), if a magazine charges Rs. 20,000/- for a colour ad whose circulation is 4,00,000 copies.
 - a) Rs.20/-
 - b) Rs.50/-**
 - c) Rs.160/-
 - d) Rs.80/-

6. Indian Express charges Rs.150/- per column for Mumbai edition for the display advertisements and the total circulation of the paper is 15,00,000. What will be the million rates for the advertiser?
 - a) 1,00,000
 - b) 100
 - c) 1,000
 - d) 10,000**