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Sample Questions TYBMM Semester VI **Advertising**

Subject 1: Agency Management

1) Full-service agency provides all services under one _____.

- A. Roof
- B. Day
- C. Time
- D. Period

Answer: A. Roof

2) Specialized agency deals in a particular _____ only.

- A. Field
- B. Part
- C. Side
- D. Venture

Answer: A. Field

3) _____ agency provides services on piecemeal basis.

- A. Modular
- B. Piece
- C. Meal
- D. Particular Field

Answer: A. Modular



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Subject 2: Principles of Direct Marketing

1. _____ is a form of marketing that attempts to send its messages directly to consumers, without the use of intervening media.
- Advertising
 - Direct marketing
 - Public relations
 - Promotion

Answer: B. Direct marketing

2. Direct marketing is a form of marketing that attempts to send its messages directly to consumers, _____ media.
- Without intervening
 - With mass media
 - With advertising media
 - With Public relations

Answer: A. Without intervening

3. Direct Marketing plays a broader role, that of building _____ with the customer by communicating with them regularly.
- Short term
 - Occasionally
 - a long-term relationship
 - One time

Answer: C. long-term relationship



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Subject 3: Financial Management

Q1) Ultimate objective of financial management is _____.

- a) Wealth Maximization
- b) Profit Maximization
- c) Survival
- d) Increasing market share.

Answer: A. Wealth Maximization

Q2) External funds are known as _____.

- a) Internal Financing
- b) Own Funds
- c) Self-Financing
- d) **External Financing.**

Answer: D. External Financing.

Q3) Dividend is distributed of _____.

- a) PBT
- b) **PAT**
- c) Income of the company
- d) Return on Debentures.

Answer: B. PAT



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Subject 4: Contemporary Issues

1. Climate change is creating havoc. The possible reasons are: -

- A. Co₂
- B. Methane
- C. CFC
- D. Photosynthesis

Answer: C. CFC

2. What do we mean by the term “deforestation”?

- A. Decrease of forest areas
- B. Clearance of forests for buildings
- C. Road maintenance
- D. Construction and maintenance

Answer: A. Decrease of forest areas

3. The need for women’s rights should come under:

- A. Citizen Rights
- B. Human Rights
- C. Essential Rights
- D. Equality Rights

Answer: B. Human Rights



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Subject 5: Advertising and Marketing Research

1. If the Values of a variable can be divided into fractions then we call it a -----

- a. Dependent Variable
- b. Moderating Variable
- c. Continuous Variable
- d. Discontinuous Variable

Answer: C. Continuous Variable

2) _____ is the first step in Research.

- a. Formulating the Research Problem
- b. Sampling Design
- c. Data Collection
- d. Choice of Research Design

Answer: A. Formulating the Research Problem

3. _____ uses measurable data to formulate facts and uncover patterns.

- a. Qualitative
- b. Quantitative
- c. Independent Variables
- d. Intervening Variables

Answer: B. Quantitative



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Subject 6: Legal Environment and Advertising Ethics

1. In India Legal environment deals with

- a) Laws & Statutes
- b) Business
- c) Economy
- d) Culture

Answer: A. Laws & Statutes

2. Fundamental rights in India

- a. Part III of Constitution of India
- b. Rowlatt Act
- c. Declaration of Rights of Man
- d. Bills of Right

Answer: A. Part III of Constitution of India

3. Main object of criminal law

- a) Punish the wrongdoer
- b) Deals with disputes between pvt parties
- c) Division of property
- d) Spousal support

Answer: A. Punish the wrongdoer



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Subject 7: Digital Media

1. What key aspect differentiates today's digital media from traditional media?

- a) Longevity
- b) Interactivity
- c) Portability
- d) Connectivity

Answer: A. Interactivity

2. What is internet?

- a) A single network
- b) A vast collection of different networks
- c) Interconnection of local area networks
- d) Interconnection of wide area networks

Answer: B. A vast collection of different networks

3. What does SERP stand for?

- a) Search Entry Rating Procedure
- b) Search Engine Result Page
- c) Search engine result procedure
- d) None of the above

Answer: B. Search Engine Result Page



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Journalism

Subject 1: Broadcast Journalism

1. The very first film show in India was held at

- A. Calcutta
- B. Bombay
- C. Madras
- D. Delhi

Answer: B. Bombay

2. The code of ethics followed by Doordarshan forbids:

- A. Rural Development Publicity Programmes
- B. Preparation of Audience Profile
- C. Criticism of Friendly Countries**
- D. Government Sector News

Answer: C. Criticism of Friendly Countries

3. International Satellite television was introduced in India by _____ through its coverage of the Gulf War in 1991.

- A. CNN**
- B. BBC
- C. DOORDARSHAN
- D. NBC NEWS

Answer: A. CNN



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Subject 2: Press Laws and Ethics

1. _____ law and _____ are 2 broad segments and divide entities of law with separate sets of laws and punishments.

- a. Legal, political
- b. Civil, criminal
- c. State, national
- d. National, international

Answer: B. Civil, criminal

2. Name the type of advertising where banned items such as tobacco or liquor or cigarettes whose advertisement has restriction but still manufacturer manages to launch new advertisement-friendly-and-allowed to be broadcasted products, keeping the brand name intact, in lieu to pass it on in advertisement_____.

- a. surrogate advertising
- b. transit advertising
- c. catalogues advertising
- d. persuasive advertising

Answer: A. surrogate advertising

3. _____ deals with prohibition of employment of children in factories, etc.

- a. Article 3
- b. Article 12
- c. Article 6
- d. Article 24

Answer: A. surrogate advertising



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Subject 3: Business and Magazine Journalism

1. BSE stands for.

- a) Bombay Stock Exchange
- b) Business Stock Exchange
- c) Bengal Stock Exchange
- d) Bombay School Exchange

Answer: A. Bombay Stock Exchange

2. The _____ was established on 1st April 1935.

- a) SBI
- b) RBI
- c) AXIS
- d) HDFC

Answer: B. RBI

3. NEFT stands for.

- a) National Electronic Fund Transfer
- b) National Electronic Financial Transfer
- c) National Electronic Foreign Transfer
- d) National Electronic Forex Transfer

Answer: A. National Electronic Fund Transfer



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Subject 4: Issues in Global Media

1. What was the name of the Commission setup by UNESCO?

- A. NAAP
- B. NAP
- C. NWICO
- D. Mac Bride

Answer: D. Mac Bride

2. When did China Central TV (CCTV) establish in China?

- A. 1960
- B. 1959
- C. 1958
- D. 1957

Answer: C. 1958

3. In which year did the Internet started in China?

- A. 1995
- B. 1996
- C. 1998
- D. 2000

Answer: B. 1996



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Subject 5: News Media Management

1) Commercialisation of Media allows for

- a) A slant in news coverage
- b) Buying space through advertisements
- c) Not paying for news
- d) No Sponsorship supports

Answer: A. A slant in news coverage

2) Sun TV is owned by

- a) Kaveri Maran
- b) Kalanithi Maran
- c) Anbukarasi Maran
- d) Dayanidhi Maran

Answer: B. Kalanithi Maran

3) Biggest challenge for FDI is in

- a) Internet distribution
- b) No choice of channels
- c) Services will become cheap
- d) News aggregators will be impacted

Answer: A. Internet distribution

Note: For Contemporary Issues and Digital Media MCQ please refer the Advertising section above.