

| |
|------------------|
| Enrollment No. : |
| Centre Code : |

Total number of printed pages = 8

2024

(MOOCs) IDC

Paper : MOOCIDC2013

| |
|-----------------------------|
| Invigilator Sign. Date : |
|-----------------------------|

(Introduction to Advertising & Brand Management)

Full Marks : 50

Pass Marks : 20

Time : 2 hours

(Question carries 1 mark each)
Please tick (✓) the correct answer

*Use of correction fluid is prohibited ** Multiple ticks will be treated as incorrect.*

1. **What is the primary purpose of advertising?**
 - A) To entertain the audience
 - B) To inform, persuade, and remind consumers about products or services
 - C) To generate profits immediately
 - D) To conduct market research
2. **Which of the following is NOT a characteristic of advertising?**
 - A) Paid communication
 - B) Non-personal message
 - C) Direct interaction with the consumer
 - D) Persuasive in nature
3. **What is the role of an advertisement in the marketing mix?**
 - A) It acts as a pricing strategy
 - B) It is used as a communication tool to promote products or services
 - C) It decides the production schedule
 - D) It determines the distribution channel
4. **Which medium is most commonly used for mass advertising?**
 - A) Social media
 - B) Print media
 - C) Radio
 - D) Television

5. **The “AIDA” model stands for:**
- A) Attention, Interest, Desire, Action
 - B) Advertisement, Information, Design, Advertisement
 - C) Action, Influence, Desire, Attention
 - D) Appeal, Interest, Distribution, Action
6. **What is the main function of advertising in a competitive market?**
- A) To increase competition
 - B) To reduce production costs
 - C) To differentiate products and persuade consumers
 - D) To enhance government regulations
7. **Which of the following is an example of a persuasive advertisement?**
- A) A commercial showing the features of a new phone
 - B) A print ad listing the phone's technical specifications
 - C) An ad encouraging customers to buy now for limited-time offers
 - D) A newspaper ad announcing the opening of a store
8. **In the context of advertising, what does the term “reach” refer to?**
- A) The frequency of the advertisement
 - B) The number of people exposed to the advertisement
 - C) The type of medium used for advertising
 - D) The cost-effectiveness of the ad
9. **Which of the following is a major advantage of online advertising?**
- A) High cost
 - B) Wide audience reach with measurable results
 - C) Limited targeting options
 - D) Limited visibility compared to television
10. **What is a key component of creating an effective advertising message?**
- A) Choosing an expensive medium
 - B) Having a clear and persuasive message for the target audience
 - C) Focusing solely on price reduction
 - D) Using complex language and jargon
11. **Which of the following is a major disadvantage of print advertising?**
- A) Limited targeting options
 - B) High production costs
 - C) Low impact on visual elements
 - D) Instant feedback and interaction with consumers

- 12. What is a unique feature of radio advertising?**
- A) Strong visual impact
 - B) Limited geographic reach
 - C) The use of sound to engage listeners
 - D) High cost compared to print ads
- 13. Which advertising medium offers the advantage of interactivity with the audience?**
- A) Television
 - B) Newspaper
 - C) Digital or online advertising
 - D) Billboards
- 14. What does the term “frequency” in advertising refer to?**
- A) The total number of people exposed to the advertisement
 - B) The number of times an advertisement is shown or heard within a specific period
 - C) The time of day an advertisement is aired
 - D) The cost per advertisement
- 15. Which of the following best describes outdoor advertising?**
- A) Ads in newspapers and magazines
 - B) Ads placed on billboards, buses, and public spaces
 - C) Ads on social media platforms
 - D) Ads broadcast on television
- 16. What is a primary challenge of television advertising?**
- A) Limited audience reach
 - B) Expensive production and airtime costs
 - C) Low impact on viewers
 - D) Lack of visual elements
- 17. What is the advantage of using digital advertising platforms like Google Ads?**
- A) Ability to reach a global audience with low costs
 - B) Limited interaction with consumers
 - C) High dependence on offline channels
 - D) No targeting options available
- 18. What type of advertising is typically used for immediate response, such as in direct mail or telemarketing?**
- A) Institutional advertising
 - B) Persuasive advertising
 - C) Direct response advertising
 - D) Informative advertising

19. **Which of the following is an example of a non-traditional advertising medium?**
- A) Magazine
 - B) Digital billboards
 - C) TV commercials
 - D) Radio ads
20. **What is a key advantage of using social media for advertising?**
- A) It is very expensive
 - B) It provides access to detailed customer analytics
 - C) It has low engagement levels
 - D) It lacks targeting capabilities
21. **What is the primary goal of brand management?**
- A) To increase short-term sales
 - B) To create and maintain a positive image of the brand in consumers' minds
 - C) To develop new products
 - D) To reduce advertising costs
22. **Which of the following is NOT a part of the brand equity?**
- A) Brand awareness
 - B) Brand loyalty
 - C) Brand association
 - D) Production cost
23. **What does "brand positioning" refer to?**
- A) The price at which the brand is sold
 - B) The place where the brand is made available
 - C) The way a brand is perceived by the target audience relative to competitors
 - D) The product features of the brand
24. **What is the key characteristic of a strong brand?**
- A) It is always the cheapest product in the market
 - B) It has a consistent and recognizable image
 - C) It focuses on broad, generic messaging
 - D) It changes its logo frequently
25. **Which of the following is a common strategy for brand extension?**
- A) Launching a product in a completely different category under the same brand name
 - B) Increasing the price of existing products
 - C) Reducing the quality of products to lower costs
 - D) Creating a sub-brand for a limited audience

- 26. Which of the following is an example of brand loyalty?**
- A) A customer frequently switching brands based on price
 - B) A customer consistently buying the same brand for years
 - C) A customer choosing the brand with the highest features
 - D) A customer only choosing premium brands occasionally
- 27. What is the first step in the process of brand management?**
- A) Launching new advertisements
 - B) Defining the target market and brand positioning
 - C) Setting a pricing strategy
 - D) Choosing the right advertising medium
- 28. What is brand loyalty?**
- A) A customer's preference to purchase from a single brand repeatedly
 - B) The level of recognition a brand has in the market
 - C) The degree to which a product's quality is appreciated
 - D) The total value of the product's brand equity
- 29. What is meant by brand identity?**
- A) The total value of a brand in the market
 - B) The distinct visual and sensory elements that represent the brand
 - C) The company's internal processes and pricing strategy
 - D) The level of awareness of the brand in the target market
- 30. Which of the following factors affects brand positioning?**
- A) Product quality, price, and competition
 - B) Celebrity endorsements only
 - C) Frequency of advertisements
 - D) Product packaging alone
- 31. What is integrated marketing communication (IMC)?**
- A) Using multiple types of advertisements for the same brand
 - B) A strategy to unify all marketing communication tools to provide a consistent message
 - C) Focusing only on digital marketing
 - D) Using only one communication medium at a time
- 32. Which of the following is an example of a brand's promotional tool?**
- A) Television ad campaigns
 - B) A loyalty reward program
 - C) Sponsorship of events
 - D) All of the above

- 33. What does a “brand ambassador” typically do?**
- A) Sell the product on the market
 - B) Represent the brand in public through endorsements
 - C) Manage the advertising budget
 - D) Create the product features
- 34. Which of the following is an example of a push promotion strategy?**
- A) Direct selling to the end customer
 - B) Offering discounts and incentives to retailers
 - C) A commercial aired during prime-time television
 - D) Offering customer testimonials in advertisements
- 35. What does “brand recall” refer to?**
- A) The ability of consumers to remember a brand when prompted
 - B) The immediate purchase decision of a consumer
 - C) The first-time exposure of a brand to a consumer
 - D) The quality perception of a brand
- 36. Which is an example of a “pull” promotional strategy?**
- A) Offering retailer incentives
 - B) Advertising directly to consumers to build demand
 - C) Sponsoring events to gain brand exposure
 - D) Offering discounts to distributors
- 37. What is the main purpose of co-branding?**
- A) To reduce production costs
 - B) To increase the perceived value by associating with a well-known brand
 - C) To promote a single brand's loyalty
 - D) To introduce a new product line
- 38. What is the key benefit of using celebrity endorsements in advertising?**
- A) Increased credibility and attention from consumers
 - B) Lower advertising costs
 - C) Greater focus on product features
 - D) Fewer regulations
- 39. Which of the following is an example of a digital advertising strategy?**
- A) Email marketing
 - B) Billboards on highways
 - C) Television commercials
 - D) Print advertisements

40. **What is a key advantage of sponsorship as a marketing communication tool?**
- A) It guarantees immediate sales increase.
 - B) It provides a direct, personal connection with the target audience.
 - C) It requires minimal investment in terms of time and resources.
 - D) It always results in media coverage, regardless of the event's success.
41. **Which of the following is an example of experiential marketing?**
- A) A television commercial
 - B) A live event where consumers can interact with the brand
 - C) A print ad in a magazine
 - D) A radio ad
42. **What is the key focus of a "brand's value proposition"?**
- A) To provide a price comparison with competitors
 - B) To communicate the unique benefits the brand offers to customers
 - C) To create a slogan for the brand
 - D) To launch a product line extension
43. **Which of the following is an example of a loyalty program in brand management?**
- A) A one-time discount for new customers
 - B) A referral program where customers earn rewards for bringing new clients
 - C) A coupon for a specific product purchase
 - D) A brand's environmental sustainability initiative
44. **Which element of the marketing communication mix focuses on building long-term relationships with customers?**
- A) Sales promotion
 - B) Public relations
 - C) Direct marketing
 - D) Advertising
45. **What does "brand authenticity" refer to?**
- A) The product's high cost
 - B) The transparency and honesty of a brand's messages and values
 - C) The complexity of the brand's advertising campaigns
 - D) The constant innovation of the brand's products
46. **Which of the following is NOT a characteristic of a strong brand?**
- A) Consistency in messaging
 - B) Clear differentiation from competitors
 - C) Frequent changes in the brand's visual identity
 - D) Strong emotional connection with consumers

47. **What is the purpose of a brand audit?**
- A) To reduce the costs of marketing activities
 - B) To evaluate the brand's current market position and performance
 - C) To change the company's internal structure
 - D) To focus on competitor weaknesses
48. **Which of the following is an example of a "brand extension"?**
- A) A well-known soda company launching a new energy drink under the same brand name
 - B) A company changing the logo of an existing product
 - C) A company selling the same product in a different country
 - D) A product becoming a bestseller due to marketing strategies
49. **Which is an advantage of using a multi-brand strategy?**
- A) Increased market penetration by targeting different segments
 - B) Higher costs due to managing multiple brands
 - C) Reduced customer loyalty
 - D) A stronger focus on a single product category
50. **What does "brand repositioning" involve?**
- A) Changing the product's price tag
 - B) Altering the target market or brand positioning to better suit current trends
 - C) Launching new products under the brand name
 - D) Using a new advertising medium exclusively
-