

Enrollment No. :

Centre Code :

2025

(MOOCs) IDC

Invigilator Sign.

Date :

Paper : MOOCIDC1013

(Advertising and 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.*

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1. Which of the following is the primary objective of advertising?
 - A. Increase cost of production
 - B. Inform and persuade customers
 - C. Reduce competition
 - D. Increase distributor margin
 2. AIDA model stands for:
 - A. Attention–Interest–Desire–Action
 - B. Aim–Interest–Demand–Action
 - C. Action–Impact–Design–Awareness
 - D. Advertisement–Interest–Desire–Action
 3. Which type of advertising is used to create demand for a new product category?
 - A. Comparative advertising
 - B. Persuasive advertising
 - C. Informative advertising
 - D. Reminder advertising
 4. The paid, non-personal communication through mass media is known as:
 - A. Publicity
 - B. Advertising
 - C. Sales promotion
 - D. Personal selling
 5. Which of the following is NOT a function of advertising?
 - A. Persuading customers
 - B. Market research
 - C. Reminding customers
 - D. Creating awareness
 6. 'Media planning' refers to:
 - A. Choosing advertising objectives
 - B. Selecting communication budget
 - C. Deciding where and when ads will appear
 - D. Designing creative message
 7. CPM in advertising stands for:
 - A. Cost per Minute
 - B. Cost per Mile
 - C. Cost per Thousand impressions
 - D. Cost per Media
 8. Which of the following is an example of broadcast media?
 - A. Newspaper
 - B. Television
 - C. Magazine
 - D. Brochure
 9. A short, catchy phrase used in advertising is called:
 - A. Logo
 - B. Slogan
 - C. Endorsement
 - D. Jingle

10. Who among the following controls misleading advertisements in India?
 A. ASCI
 B. TRAI
 C. RBI
 D. SEBI
11. The process of identifying and stating the benefits of a product is called:
 A. Positioning
 B. Segmentation
 C. Advertising
 D. Branding
12. Which of the following is NOT a type of advertising appeal?
 A. Emotional appeal
 B. Rational appeal
 C. Fear appeal
 D. Budget appeal
13. 'Prime time' in television advertising refers to:
 A. Early morning slot
 B. Afternoon slot
 C. Most watched hours
 D. Weekend slot only
14. Which of the following is a limitation of print media?
 A. High recall
 B. Long life
 C. Static presentation
 D. High reach
15. Outdoor advertising includes:
 A. TV ads
 B. Internet banners
 C. Billboards
 D. Cinema slides
16. Advertising directed at final consumers is called:
 A. Trade advertising
 B. Direct advertising
 C. Consumer advertising
 D. Retail advertising
17. Slice-of-life advertising usually shows:
 A. Experts explaining product features
 B. Real-life situations
 C. Animated characters
 D. Celebrity endorsements
18. An advertisement stressing the superiority of one brand over another is called:
 A. Informational
 B. Comparative
 C. Reminder
 D. Generic
19. The unique selling proposition (USP) stresses:
 A. Quality of packaging
 B. Distinctive benefit of a product
 C. Price discount
 D. Brand popularity
20. Which advertising budgeting method is most scientific?
 A. Competitive parity
 B. Affordable method
 C. Percentage of sales
 D. Objective-and-task
21. Which of the following is an example of digital advertising?
 A. Pamphlets
 B. Hoardings
 C. Google search ads
 D. Posters
22. A storyboard is used in:
 A. Radio commercials
 B. TV commercial planning
 C. Newspaper layouts
 D. Social media planning
23. Which of the following is NOT a measure of advertising effectiveness?
 A. Sales test
 B. Recall test
 C. Awareness test
 D. Packaging test

24. A group of ads unified by a theme is called:

- A. Advertising campaign
- B. Media mix
- C. Brand strategy
- D. Advertising appeal

25. Two-way communication in advertising is common in:

- A. Print media
- B. Social media
- C. TV
- D. Radio

26. A brand is a:

- A. Product guarantee
- B. Name, symbol, or design identifying a seller
- C. Financial asset only
- D. Sales technique

27. Brand equity refers to:

- A. Production value of a brand
- B. Additional value a brand name gives to a product
- C. Advertising budget
- D. Price of a trademark

28. Which among the following is an element of brand identity?

- A. Price
- B. Logo
- C. Territory
- D. Warranty

29. Brand loyalty means:

- A. Buying the cheapest product
- B. Repeated purchase of the same brand
- C. Switching frequently between brands
- D. Purchasing without interest

30. "Tata" and "Nike" are examples of:

- A. Manufacturer brands
- B. Private labels
- C. Generic brands
- D. Distributor brands

31. A brand extension refers to:

- A. Introducing a new brand in a new category
- B. Adding new features to the same product
- C. Using an existing brand name for a new product category
- D. Dropping old brands

32. Brand personality refers to:

- A. Logo design
- B. Human traits associated with a brand
- C. Market share of a brand
- D. Consumer complaints

33. Which of the following is NOT a type of brand name?

- A. Descriptive
- B. Classic
- C. Imagery
- D. Functional

34. A trademark provides:

- A. Legal protection to brand elements
- B. Creative appeal
- C. Market popularity
- D. Price advantage

35. Co-branding means:

- A. Rebranding
- B. Two brands partnering in marketing
- C. Using same brand name for unrelated goods
- D. Private label branding

36. Brand repositioning involves:

- A. Change in price
- B. Changing how the brand is perceived
- C. Increase in advertising budget
- D. Introducing new distribution channels

37. Brand awareness means:

- A. Consumers' ability to recall or recognize the brand
- B. The brand's supply chain
- C. Retailer knowledge of brand
- D. Government regulations

38. A brand mark refers to:
- A. Spoken part of a brand
 - B. Symbol or design part of a brand
 - C. Country of origin
 - D. Tagline
39. Which of the following is a private label brand?
- A. Amazon Basics
 - B. Coca-Cola
 - C. Adidas
 - D. Nestlé
40. Brand architecture deals with:
- A. Packaging design
 - B. Structuring the brand portfolio
 - C. Advertising layout
 - D. Product design
41. Which strategy uses one brand name for all products?
- A. Individual branding
 - B. Umbrella branding
 - C. Co-branding
 - D. Dual branding
42. "Just Do It" is an example of:
- A. Brand logo
 - B. Brand slogan
 - C. Brand mascot
 - D. Brand design
43. Perceived quality refers to:
- A. Manufacturing standards
 - B. Customers' perception of product quality
 - C. Sales volume
 - D. Competitors' standards
44. Brand audit is conducted to:
- A. Reduce production cost
 - B. Review brand performance and strategies
 - C. Examine legal compliance
 - D. Improve packaging
45. Which is a risk of brand extension?
- A. Improved brand loyalty
 - B. Brand dilution
 - C. Higher profits
 - D. Increased market share
46. A brand's core values express:
- A. Price discounts
 - B. Basic principles guiding the brand
 - C. Advertising themes
 - D. Market share
47. Brand image is built through:
- A. Customer experience
 - B. Government policy
 - C. Market competition
 - D. Production capacity
48. A challenger brand is one that:
- A. Leads the market
 - B. Has no competitors
 - C. Competes strongly with market leaders
 - D. Exists temporarily
49. Which of the following enhances brand equity?
- A. Inconsistent service
 - B. Weak distribution
 - C. Positive customer experience
 - D. High advertising cost alone
50. A brand ambassador is:
- A. Someone who manufactures the product
 - B. A loyal retailer
 - C. A celebrity or individual promoting a brand
 - D. A company sponsor