

V Semester ATKT Mock Examination Sept. 2020

Class : TYBMM

Marks : 20

Sub : Copywriting

Duration : 30 Min

N.B. 1. All questions are compulsory

2. All questions are carry 1 marks

1. Under A Hierarchy - of - Effects Model of Creative Elements, which hierarchy includes Body Copy in it:

- A. Attention
- B. Interest
- C. Desire
- D. Action

Correct answer: C

2. 2. copywriter generally works as a part of _____ team.

- A. Marketing
- B. Advertising
- C. Creative
- D. Logistic

Correct answer: B

3. Characteristics of a copywriter:

- A. Creative
- B. Creative, Smart, Good Communicators, Congenial
- C. Creative and Smart
- D. Creative Smart and Good Communicators

Correct answer: B

4. "Open Happiness "is slogan of: ___

- A. Coca-Cola
- B. Pepsi
- C. Limca
- D. Mountain dew

Correct answer: A

5. Who developed the 5 steps model of the creative process:

- A. Noah Webster
- B. John O'Toole
- C. David Ogilvy
- D. James Web Young

Correct answer: D

6. Which of the following is the function of a Left Brain _____?

- A. Specialize in Text
- B. Specialize in Context
- C. Simultaneous
- D. Synthesize big picture

Correct answer: A

7. _____ is the ability to imagine or invent something new.

- A. Trans creativity
- B. Creativity

- C. Desirability
- D. Modernity

Correct answer: B

8. The left brain is also called as

- A. Corpus Callosum
- B. Successive processor
- C. Analytical
- D. Simultaneous processor

Correct answer: B

9. A brief should inform about the:

- A. Solutions only
- B. Give direction only
- C. Details of sales
- D. Problem/challenge of the customer.

Correct answer: D

10. USP means: _

- A. Unique selling proposition
- B. Unique selling preposition
- C. Unique selling position
- D. Unique selling portion

Correct answer: A

11. The creative strategy and the key execution details are spelled out in a document called:

- A. A Marketing Brief
- B. A media Brief
- C. A Financial Brief
- D. A creative brief.

Correct answer: D

12. Which one of the following is the demerit of Outdoor media?

- A. Expensive
- B. Increasingly Regulated
- C. Long lead Time
- D. Security and Privacy Concerns

Correct answer: B

13. ShubhArambh is the tagline of which brand

- A. Cadbury Dairy milk
- B. Cadbury Silk
- C. Magnum Ice-Cream
- D. Eno

Correct answer: A

14. means directing a customer to perform a particular action

- A. star Bust
- B. Slogan
- C. Call to Action
- D. Conditions Apply

Correct answer: C

15. The attributes of senior citizens are

- A. Physical conditions
- B. Keep message direct
- C. Special needs

D. Using of floral language

Correct answer: C

16. Which of a following appeal does NOT fall under the category of Rational Appeal?

A. Feature Appeal

B. Favourable Pricing Appeal

C. Announcement Appeal

D. Humour Appeal

E. Correct answer: D

17. Copy testing is also known as

A. Pre-Testing

B. Copy writing

C. concurrent testing

D. Preview

Correct answer: A

18. _____ is the third step in evaluation of an Advertising Campaign

A. Establish a Budget

B. Identifying Target Audience

C. Develop a creative plan

D. Implementation

E. Correct answer: B

19. Information and persuasive content can be combined in the form of an appeal to

A. Provide a basic reason for the consumer to act

B. Explain guilt and enrichment

C. Satisfy hierarchical needs

D. Include perceptual modifiers and need enhancers

Correct answer: A

20. Which one of the following is NOT a Pre-Testing method in Evaluation of an Ad Campaign?

A. Storyboard Test

B. Consumer Jury Test

C. Portfolio Test

D. Recognition Test

Correct answer: D