

TYBMM- SEM-V

Mock Test-ATKT

Marks: 20.

Sub: Advertising in contemporary society.

Time: 30 Minutes.

Q.1. -----advertising promote all the banned products, like alcohol and all forms of tobacco.

- a. Subliminal advertising.
- b. Surrogate advertising.
- c. Fear appeal advertising.
- d. Emotional appeal advertising.

ANS: B- Surrogate Advertising.

Q.2 First advertising agency in India was set up by B. Dattaram and Company in -----

- a. 1905 at Bombay.
- b. 1905 at Calcutta.
- c. 1900 at Madras.
- d. 1901 at Delhi.

ANS: A- 1905 at Bombay.

Q.3. -----became the first brand to use Helen as their brand ambassador in 1934.

- a. Liril Soap.
- b. Hamam Soap.
- c. Freshca Soap.
- d. Lux Soap.

ANS; D- Lux soap

Q. 4 -----has one overarching goal which is to maintain and enhance the public confidence.

- a. ASCI.
- b. AAAL.
- c. Prasar Bharati.
- d. Broadcasting Ministry.

ANS: A- ASCI

Q.5. New Industrial Policy was introduced in the year-----

- a. 1991
- b. 1990.
- c. 1989.
- d. 1980.

ANS: A- 1991

Q. 6 -----is the degree of interdependence society maintains among its members.

- a. Secularism.
- b. Pluralism.
- c. Individualism.
- d. Communalism.

ANS: C- Individualism

Q.7. -----a high score dimension indicates that the society will be driven by competition, achievement and success.

- a. Masculinity.
- b. Femininity.
- c. Symbolism.
- d. Indulgence.

ANS: A- Masculinity.

Q. 8. -----is the application of commercial marketing principals and tools where the primary goal is the public good.

- a. Social Marketing.
- b. Global Marketing.
- c. National Marketing.
- d. Local Marketing.

ANS: A- Social Marketing.

Q.9. Advertising creates -----in people and encourages wasteful consumption in consumer.

- a. Artificial demand.

- b. Essential Need.
- c. Creative requirement.
- d. Forceful buying.

ANS: A- Artificial demand.

Q. 10. Either supporting or opposing a candidate for nomination is the type of-----
Advertisement.

- a. Social.
- b. Religious.
- c. Political.
- d. Rural.

ANS: C- Political

Q. 11 The advertisement for eggs “Sunday ho ya Monday, roz khao murgi ke ande” is the -----
type of -----

- a. Generic advertising.
- b. Expensive advertising.
- c. Cheap advertising.
- d. Financial advertising.

ANS: A- Generic advertising.

Q.12. Ads Targeting children have been noted to _____

- a. Strengthening parent child relation.
- b. Happiness in parents mind, heart.
- c. Parents get overjoyed.
- d. Increase parents’ child conflict.

ANS: Increase parent’s child conflict.

Q.13. Due to fast food lucrative offer to children for buying food, children get overjoyed to buy food & getting incentives thereby leading to _____

- a. Childhood Obesity.
- b. Amusement.
- c. Entertainment.
- d. Fitness.

ANS: A- Childhood Obesity.

Q.14 The stereotyping ads which shows, the older generation has memory loss ranging from mild to severe _____

- a. Positive impact.
- b. Positive Portrayal.
- c. Negative Portrayal.
- d. Neutral Impact.

ANS: Negative Portrayal.

Q.15. The advertisement made on century plywood & Honda Mobilo depicts _____

- a. Example of Independent senior citizens.
- b. Example of negative ad for citizens.
- c. Example of dependent citizens.
- d. Generation Gap.

ANS: A- Example of Independent senior citizens.

Q.16. _____ is something that is done intentionally for a purpose & going beyond expectations of viewer.

- a. Brand Promoter.
- b. Honest Expression.
- c. Sign of Youth.
- d. Extreme Advertisement.

ANS: D- Extreme Advertisement.

Q.17. The advertisement which believes in the ideology that good ads are good ads but bad ads are better _____

- a. Controversial advertisement.
- b. Public serving advertisement.
- c. High risk advertising.
- d. Low risk advertisement.

ANS: A- Controversial advertisement.

Q.18. _____ Advertising tries to overlook in a way defies the social norm & culture of the region.

- a. Social Advertising.

- b. Racial Advertising.
- c. Political Advertising.
- d. Extreme & Controversial Advertising.

ANS: D- Extreme & Controversial Advertisement.

Q.19. Katrina Kaif's Commercial of slice became famous because of her subtle seductive act in the advertisement which was known as _____

- a. Kamasutra.
- b. Aamsutra.
- c. Humorous.
- d. Fearless

ANS: B – Aamasutra.

Q.20. The advertisement like Gillet & old spice for males & santoor or fair & lovely for females are examples of _____

- a. Gender Bias.
- b. Social
- c. Moral.
- d. Religious.

ANS: A- Gender Bias.
