

Online Mock Examination: Date: 26/09/2020

Class TYBMM: Subject: Agency Management.

Mark: 20

Time: 30 Minutes.

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1. AAAA defines as ____

- a) Association of advertising agencies of America
- b) Association of agency agencies of America
- c) Association of account of America
- d) Association of analysis of America

Ans: A

2. ____ is a service organisation comprising of the team of experts, who create, plan & handle advertising

- a) Client
- b) Ad agency
- c) Aviation
- d) Research department

Ans: b

3. Advertising agencies provide a valuable resource for any enterprise seeking to ____

- a) Increase its customer base or its sales
- b) Increase its manpower
- c) Increase assets
- d) Increase wealth

Ans: a

4. Promotional services include ____

- a) Consumer demand analysis
- b) Sales promotion / PR activities
- c) Sales forecasting
- d) Media buying

Ans: b

5. Means-End Value chain ____

- a) Attribute – functional consequences - psychosocial consequences – values
- b) Attribute – psychosocial consequences – values
- c) Functional consequences – psychosocial consequences – values
- d) functional consequences – psychosocial consequences

Ans: a

6. =..... are responsible for body copy of the ad or slogan, etc

- a) Art directors
- b) Media planners
- c) Copywriters
- d) Accountants

Ans: c

7. Areas of Agency evaluation ____

- a) Expertise /objectivity / dedication / staffing & management
- b) Expertise / staffing & management
- c) Expertise /objectivity
- d) Expertise / dedication / staffing & management

Ans: a

8. Marketing strategy is the long term plan designed to achieve ____ objectives of client's firm

- a) Advertising
- b) Marketing
- c) Communication
- d) Financial

Ans: b

9. Product objectives ____

- a) To grow the company
- b) To increase market share
- c) To launch a new product
- d) To increase brand awareness

Ans: c

10.. ____ is the process of dividing market into smaller groups of buyers

- a) Targeting
- b) Positioning
- c) **Segmenting**
- d) Placing

Ans: c

11. ____ is the method where agency appoints a single agency to buy a space & time for all their brands

- a) Agency on record (AOR)
- b) Fee system
- c) Agency commission
- d) Service charge

Ans: a

12. Speculative pitches means ____

- a) Presentation
- b) Copy
- c) Ad
- d) Negotiation

Ans: a

13. Bonus packs/price-off deals/rebates are forms of ____

- a) Consumer franchisee building
- b) Non – consumer franchisee building
- c) Consumer franchisee brand
- d) Non-consumer franchisee brand

Ans: b

14. What has increased the need for research?

- a) Planning
- b) Account planning
- c) Lower sales
- d) The rise of the information age

Ans: d

15. _____ describes the marketing practice in which a brand is linked to an event to create experiences for customers and associate the brand personality with a certain lifestyle.

- a. Sponsorships and Event Marketing
- b. Trade allowance
- c. Point of purchase
- d. Specialty advertising

Ans: a

16. _____ is a free product given to customers to encourage trial.

- a. Specialty advertising
- b. Sample
- c. Coupons
- d. Premiums

Ans: b

17. What is the full form of PRO in advertising agency?

- a. Public Record Officer
- b. Permanent Relation Officer
- c. Player Referee Organization
- d. Public Relation Officer

Ans: d

18. The copy of the advertisement is finalized by artist and copywriter, afterward it is sent to which department?

- a. Production Department
- b. PR Department
- c. Research Department
- d. Media Department

Ans: a

19. The process of concept development starts with _____ of the business.

- a. Identifying opportunities.
- b. Identifying problems.
- c. Identifying business
- d. Identifying constraints.

Ans: a

20. _____ aims at eliminating barriers in the process of idea generation such as excessive dominance by one member & passive listening of others.

- a. Nominal group techniques.
- b. Large group techniques.
- c. Small group techniques.
- d. Single group techniques.

Ans: a

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